



## ABSTRAK

### **ANALISIS SIKAP PENABUNG TERHADAP ATRIBUT SUKU BUNGA, PELAYANAN, DAN FASILITAS DITINJAU DARI JENIS PEKERJAAN DAN PENGHASILAN**

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Penelitian ini bertujuan untuk mengetahui apakah: (1) ada perbedaan sikap penabung terhadap atribut suku bunga, pelayanan, dan fasilitas ditinjau dari jenis pekerjaan; (2) ada perbedaan sikap penabung terhadap atribut suku bunga, pelayanan, dan fasilitas ditinjau dari penghasilan.

Penelitian dilakukan pada bulan September-Oktober 2005. Populasi penelitian ini adalah seluruh nasabah yang memanfaatkan produk tabungan pada PT. Bank Rakyat Indonesia (Persero) Tbk Cabang Yogyakarta. Jumlah sampel penelitian adalah 150 nasabah. Teknik pengambilan sampel yang digunakan adalah kombinasi antara *purposive sampling* dan *accidental sampling*. Teknik analisis data adalah *Chi Square*.

Hasil penelitian menunjukkan bahwa: (1) tidak ada perbedaan sikap



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**AN ANALYSIS OF CUSTOMERS' ATTITUDES TOWARDS THE ATTRIBUTES OF INTEREST RATE, SERVICE, AND FACILITIES LOOKED AT FROM OCCUPATION AND INCOME POINT OF VIEW**  
A Case Study at PT. Bank Rakyat Indonesia (Persero) Tbk, Yogyakarta Branch  
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The aims of this research to know whether: (1) there is any difference of customers' attitude towards the attributes of interest rate, service, and facilities looked at from kind of occupation; (2) there is any difference of customers' attitude towards the attributes of interest rate, service, and facilities looked at from the income point of view.

The research done during the period of September-October 2005. The population of this research were all of customers who used to save their money in PT. Bank Rakyat Indonesia (Persero) Tbk, Yogyakarta Branch. The samples of the research were 150 customers. The samples were taken by using the combination between *purposive sampling* and *accidental sampling*. The technique of data analysis was *Chi Square Test*.