PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

Perbedaan Persepsi Konsumen pada Produk Pasta Gigi Pepsodent ditinjau dari Segi Merek, Harga dan Citarasa Produk

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Penelitian ini bertujuan untuk mengetahui perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi merek, harga dan citarasa produk berdasarkan usia, tingkat pendidikan dan tingkat pendapatannya. Jenis penelitian ini adalah studi kasus dengan lokasi Desa Sengon, kecamatan Prambanan, kabupaten Klaten pada bulan Juni 2006.

Populasi penelitian adalah semua pengguna pasta gigi pepsodent di wilayah desa Sengon, jumlah sampel yang digunakan dalam penelitian ini adalah seratus orang. Teknik pengambilan sampel yang digunakan adalah metode "*purvosive random sampling*" yaitu teknik pengambilan sampel dengan mengambil orang terpilih menurut ciri khusus yangtelah menggunakan pasta gigi pepsodent selama lebih dari satu tahun.Teknik pengambilan data dilakukan dengan wawancara dan kuesioner dan analisis data menggunakan Uji Chi Square.

Dari analisa data dapat diperoleh hasil sebagai berikut : (1) ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi merek berdasarkan usia (x^2_{hit} =14,2017 > x^2_{tab} =3,841); (2) ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi merek berdasarkan tingkat pendidikan (x^2_{hit}=23,8049 > x^2_{tab}=3,841); (3) tidak ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi merek berdasarkan tingkat pendapatan (x^2_{hit}=3,6414 < x^2_{tab}=3,841); (4) tidak ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi harga berdasarkan usia (x^2_{hit}=0,9986 < x^2_{tab}=3,841); (5) ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi harga berdasarkan tingkat pendidikan (x^2_{hit}=4,1604 > x^2_{tab}=3,841); (6) tidak ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi harga berdasarkan tingkat pendapatan (x^2_{hit}=2,4809 < x^2_{tab}=3,841); (7) ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi citarasa berdasarkan usia (x^2_{hit}=4,1667 > x^2_{tab}=3,841); (8) tidak ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi citarasa berdasarkan tingkat pendidikan (x^2_{hit}=0,8736 < x^2_{tab}=3,841); (9) tidak ada perbedaan persepsi konsumen pada produk pasta gigi pepsodent ditinjau dari segi citarasa berdasarkan tingkat pendidikan (x^2_{hit}=1,0988 < < x^2_{tab}=3,841).

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRACT

THE DIFFERENCES OF CONSUMERS' PERCEPTION IN TOOTH PASTE PRODUCT OF "PEPSODENT" VIEWED FROM PRODUCT TRADEMARK, PRICE AND TASTE.

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The aim of this research was to know the differences of consumers' perception in tooth paste product of "pepsodent" viewed from product trademark, price and taste based on consumers' age, level of education and income level. This research was a case study conducted at Sengon Village, Prambanan District, Klaten Regency on June 2006.

The population of research was the consumers' of "pepsodent" tooth paste at Sengon Village , Prambanan District, the sample which was used in the research was one hundred respondents and they were taken by the purposive random sampling method, that is the sample technique method using some people who have consumed "pepsodent" tooth paste for more than one year. The data collecting techniques used were interviews and questionnaire. The data were analyzed by the use of Chi Square Test.

From the data analysis, it could be concluded as follows: (1) there was differences of consumers' perception in tooth paste product of "pepsodent" viewed from product trademark based on consumers' age (x^2_{count} =14,2017 > x^2_{table} =3,841); (2) there was differences of consumers' perception in tooth paste product of "pepsodent" viewed from product trademark based on consumers' level of education(x^2_{count}=23,8049 > x^2_{table}=3,841); (3) there was no differences of consumers' perception in tooth paste product of "pepsodent" viewed from product trademark based on consumers' income level (x^2_{count}=3,6414 < x^2_{tablr}=3,841); (4) there was no differences of consumers' perception in tooth paste product of "pepsodent" viewed from product price based on consumers' age (x^2_{count}=0,9986 < x^2_{table}=3,841) ; (5) there was differences of consumers' perception in tooth paste product of "pepsodent" viewed from product price based on consumers' level of education (x^2_{count}=4,1604 > x^2_{table}=3,841); (6) there was no differences of consumers' perception in tooth paste product of "pepsodent" viewed from product price based on consumers' income level (x^2_{count}=2,4809 < x^2_{table}=3,841); (7) there was differences of consumers' perception in tooth paste product of "pepsodent" viewed from product taste based on consumers age(x^2_{count}=4,1667 > x^2_{table}=3,841) ; (8) there was no differences of consumers' perception in tooth paste product of "pepsodent" viewed from product taste based on consumers' level of education (x^2_{count}=0,8736 < x^2_{table}=3,841) ; (9) there was no differences of consumers' perception in tooth paste product of "pepsodent" viewed from product taste based on consumers' level income (x^2_{count}=1,0988 < < x^2_{table}=3,841).