

ABSTRAK

**PENGARUH PERSEPSI PELANGGAN ATAS STRATEGI
CUSTOMER SERVICE, PENETAPAN HARGA, DAN PROMOSI
TERHADAP SIKAP**

Studi Kasus di Bengkel Resmi Suzuki Cabang Jalan Mataram No. 100
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Tujuan dari penelitian ini adalah untuk mengetahui: 1) pengaruh persepsi pelanggan atas strategi pelayanan pelanggan (*customer service*), penetapan harga, dan promosi secara simultan terhadap sikap; 2) pengaruh persepsi pelanggan atas strategi pelayanan pelanggan (*customer service*), penetapan harga, dan promosi secara parsial terhadap sikap; dan 3) ada tidaknya perbedaan persepsi pelanggan terkait strategi customer service, penetapan harga, dan promosi dilihat dari tingkat pendidikan dan tingkat pendapatan.

Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *accidental sampling*. Teknik analisis data dalam penelitian ini menggunakan analisis regresi berganda, uji F, uji t, dan uji beda *one way anova* dengan menggunakan program SPSS 16.0. Teknik pengumpulan data yang digunakan yaitu memberikan kuesioner pada 100 responden.

Hasil penelitian ini menunjukkan; (1) secara simultan persepsi pelanggan atas strategi customer service, penetapan harga, dan promosi memiliki pengaruh yang positif dan signifikan terhadap sikap pelanggan; (2) secara individu hanya atribut persepsi pelanggan atas strategi promosi tidak berpengaruh signifikan terhadap sikap; (3) semua golongan pendidikan pengunjung memiliki persepsi yang sama terhadap strategi pelayanan pelanggan (*customer service*), penetapan harga, dan promosi; (4) persepsi pelanggan dilihat dari tingkat pendapatan rata-rata per bulan atas strategi customer service adalah berbeda; dan (5) persepsi pelanggan dilihat dari tingkat pendapatan rata-rata per bulan atas strategi penetapan harga, dan promosi adalah sama.

ABSTRACT

THE EFFECT OF CONSUMER PERCEPTION OF CUSTOMER SERVICE, PRICE DETERMINING, AND PROMOTION STRATEGY CONCERNING TO ATTITUDE

Case Study on Authorized Suzuki Motorcycle Workshop Branch Mataram Street No. 100 Yogyakarta (Kharisma Mataram Jaya Gemilang, Ltd.)

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The purposes of this study were to determine: 1) the effect on the customer's perception of customer service strategies (customer service), pricing, and promotion on attitudes simultaneously, 2) the effect on the customer's perception of customer service strategies (customer service), pricing, and partially to the promotion of attitudes, and 3) whether there is a difference of perception related customer service customer strategy, pricing, and promotion seen from the level of education and income levels.

This research was quantitative research. Sampling technique in this study using *accidental* sampling technique. Techniques of data analysis in this study using multiple regression analysis, f-test, t-test, and one way anova difference. In addition to there's method are using SPSS 16.0 program. Data collection techniques used is to give the questionnaire to 100 respondents in waiting room area.

The results of the researched indicated: (1) the simultaneous perception of customer service customer strategy, pricing, and promotions have a positive and significant effect on customer attitudes, (2) individual attributes only customer perceptions on promotion strategy does not significantly influence the attitudes, (3) all visitor education classes have the same perception of the customer service strategy (customer service), pricing, and promotion, (4) customer perceptions seen from the average level of income per month on customer service strategy is different, and (5) customer perceptions of the level seen average income - average per month over pricing strategies, and promotion are the same.