

ABSTRAK

**PENGARUH SIKAP KONSUMEN TERHADAP PROGRAM
DISKON PADA MINAT BELI ULANG DI MATAHARI
VERSUS RAMAYANA**

Linda

Universitas Sanata Dharma

Yogyakarta

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Penelitian dengan topik pengaruh sikap konsumen terhadap program diskon pada minat beli ulang di Matahari *versus* Ramayana memiliki tujuan, antara lain 1) menguji apakah ada perbedaan sikap konsumen terhadap program diskon dari Matahari *versus* Ramayana, 2) menguji apakah ada perbedaan sikap konsumen terhadap program diskon dilihat dari jenis kelamin (Laki-laki dan Perempuan) dan pendapatan, 3) menguji apakah sikap konsumen terhadap program diskon berpengaruh pada minat beli ulang.

Penelitian yang menggunakan instrument kuisisioner ini dilakukan di Matahari *Department Store* dan Ramayana Lestari Sentosa. Sampelnya sebanyak 100 responden yang berasal dari 50 responden konsumen Matahari dan 50 responden konsumen Ramayana. Analisis data menggunakan teknik analisis anova dan teknik analisis regresi linier sederhana.

Hasil penelitian ini menunjukkan bahwa tidak terdapat perbedaan sikap konsumen terhadap program diskon di Matahari dan Ramayana, tidak terdapat perbedaan sikap konsumen terhadap program diskon di Matahari dan Ramayana dilihat dari jenis kelamin (Laki-laki dan Perempuan) dan pendapatan, dan sikap konsumen terhadap program diskon berpengaruh positif terhadap program diskon.

ABSTRACT

**THE INFLUENCE OF CONSUMER ATTITUDE TOWARDS
DISCOUNT PROGRAM ON RE-PURCHASING INTENTION
AT MATAHARI *VERSUS* RAMAYANA DEPARTMENT
STORE**

Linda

Sanata Dharma University

Yogyakarta

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The purposes of this research concerning about the behavior of the customers of re-purchasing activity toward the discount program in Matahari versus Ramayana are; (1) to test the differences in consumer attitude about the discount program on each department store, (2) to identify the difference of the customer attitude based on the gender and income, (3) to test if consumer attitude towards discount program influence their repurchase intention.

This research is made according to the questionnaire that was conducted in Matahari Department Store and Ramayana Lestari Sentosa. One hundred respondents were offered to be involved in this research as the sample of the questionnaires, they are consist of 50 respondents that were asked regarding their behavior in Matahari Department Store and 50 respondents concerning their behavior towards Ramayana. This research was done using the ANOVA analysis and the Simple Linear Regression.

The result of the research shown that there is no difference in customer's behavior concerning the discount program found in Matahari Department Store and Ramayana Lestari Sentosa, moreover, the variance of customer's behavior based on the gender differences are nowhere to be found. Lastly, the customer's behavior towards the discount program has trigger the willingness of the customers to do re-purchasing activity in Matahari and Ramayana Department Store.