

ABSTRAK

Analisis Sikap Konsumen Terhadap Atribut Produk Honda Astrea Supra Studi Kasus Pada Dealer Honda Ramayana Motor Solo

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Penelitian ini bertujuan untuk mengetahui profil dan sikap konsumen serta faktor atau atribut apa yang paling berpengaruh terhadap keputusan pembelian sepeda motor Honda Astrea Supra. Adapun cara pengumpulan data menggunakan kuesioner yang dibagikan kepada responden di Dealer Honda Ramayana Motor Jl. Sraten No.63 Solo.

Teknik analisis data yang digunakan adalah teknik analisis persentase dan *multi-attribute attitude model*. Teknik analisis persentase digunakan untuk mengetahui profil konsumen, sedangkan analisis *multi-attribute attitude model* digunakan untuk mengetahui sikap konsumen terhadap atribut-atribut Honda Astrea Supra dan atribut apa yang paling mempengaruhi konsumen.

Profil konsumen di Dealer Honda Ramayana Motor adalah sebagai berikut: pria (73%), berusia antara 21 - 30 tahun sebesar (48%), berpendidikan SMU/Sederajat (45%), pekerjaan pegawai negeri (40%), jumlah penghasilan antara Rp150.001 - Rp 300.000 tiap bulan (42%), dengan motivasi membeli sebagai sarana transportasi sebesar (88%), faktor keluarga sangat berpengaruh dalam memilih dealer yaitu Dealer Honda Ramayana Motor sebesar (41%), dan sebagian besar memiliki sepeda motor Yamaha (37%).

Berdasarkan urutan tingkat kepentingan, konsumen memilih atribut produk sebagai prioritas utama dalam pembelian Honda Astrea Supra. Atribut keiritan bahan bakar merupakan atribut yang mempunyai *belief* (kondisi nyata) paling mendekati *ideal* (keinginan) konsumen karena memiliki perbedaan *ideal* dan *belief* sebesar 0,28. Sedangkan atribut periklanan memiliki perbedaan *ideal* dan *belief* terbesar yaitu sebesar 0,84. Hal ini berarti apa yang diharapkan konsumen berbeda jauh dengan yang diyakini konsumen. Hasil analisis *multi-attribute attitude model* menunjukkan hasil sebesar 103,5. Jadi secara keseluruhan dapat disimpulkan bahwa sikap konsumen terhadap produk Honda Astrea Supra adalah baik atau positif.

ABSTRACT

An Analysis of Consumers' Attitude Toward The Attributes of Honda Astrea Supra motorcycle Case Study at Ramayana Dealer, Solo.

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This research was intended to identify the profile and attitudes of the consumers' as well as to identify those factors/attributes which were the most influential in deciding to buy a Honda Astrea Supra motorcycle. In compiling the data, a questionnaire was given to 100 respondents who had bought a motorcycle at the Ramayana Dealer at Jl. Sraten No. 63 in Solo.

To analyze the data, two techniques were used: a percentage analysis and a multi-attribute attitude model. Percentage analysis was used to obtain a profile of the consumers'. A multi-attribute attitude model was used to analyze the consumers' attitude toward the attributes of Honda Astrea Supra as well as the factors that mostly affected the consumers'.

The profile of the consumers at Ramayana Dealer showed that in general they were men (73%) aged between 21-30 years (48%) and had a senior high school education (45%). Most of them were government employees (40%) with salaries between Rp 150.001 - Rp 300.000 per month (42%). Their motivation for buying this motorcycle was to provide transportation (88%). Family factors also influenced their choice of the Ramayana Dealer (41%) and Yamaha motorcycle as the most important alternative (37%).

According to the rank order of importance, the consumers' chose the product attribute as their highest priority for buying a Honda Astrea Supra. The economization of fuel which the consumers' considered to be ideal for this type of motorcycle had the smallest difference between ideal value and belief value namely 0,28. The advertizing attribute showed the largest difference namely 0,84. This means that there was a big difference between what the consumers' desired and what they received. Multi-attribute attitude model analysis showed a result of 103,5, showing that on the whole the consumers' had a positive attitude toward the Honda Astrea Supra product.