

ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK SEPEDA MOTOR MEREK YAMAHA JUPITER Z (STUDI KASUS PADA PT YAMAHA MOTOR KENCANA INDONESIA SEMARANG)

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Abstract

PT. Yamaha Motor Kencana Indonesia is the liaison unit of Yamaha Motor Co. Ltd. to advertise its product in Indonesia, to compete the recent strict competition. In order to win the motorcycle competition and to dominate the selling market, Yamaha builds Yamaha Jupiter Z product with all the attributes so that the society would be able to have a various choice to manage the attitude in order to select the needed and desirable product. The purpose of the research is to acknowledge the costumer attitude upon product attribute offered by Yamaha Jupiter Z either intrinsic or extrinsic attribute.

The research used descriptive research type and survey method. The taken samples were 100 respondents with the Yamaha Jupiter Z owning respondents characteristic in Semarang area. The sample method was the accidental sample.

The research result shows that the overall score of the costumer attitude upon the intrinsic product attribute of Yamaha Jupiter Z was affection. Viewed from the global dimension of intrinsic attribute, there was affection for the performance attribute, affection for the durability, customary for the features, affection for the consistency, customary for the design, affection for the esthetic. While the costumer attitude upon the extrinsic attribute of Yamaha Jupiter Z was affection. Viewed from the global dimension of extrinsic attribute, there was affection for service reliability, affection for the self-expressive value attribute, affection for the effectiveness attribute, and affection for expense attribute.

The conclusion of the research is that generally, the costumer attitude upon intrinsic and extrinsic attribute of Yamaha Jupiter Z brand motorcycle is affection. Despite, Yamaha still has to arrange renovation upon the global dimension, whose detail dimension has a customary attitude of the costumer, such as fuel consumption, motorcycle weight, suspension, fuel tank capacity, muffler, lamp design, panel design instrument, velg/ rim of wheel design, seat design, and treatment expense. Besides, Yamaha should maintain and increase the costumer-adored attributes in order to increase the interest of the costumer upon Yamaha product.

Key words: costumer attitude, intrinsic attribute, extrinsic attribute

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