

Analisa persepsi konsumen terhadap atribut dan negara asal produk pakaian kerja di Jakarta (studi analisis G2000 dan the executive) = The analysis of consumer perceptions for work wear apparel attributes and country of origin in Jakarta analysis study of G2000 and the executive)

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Abstrak

Tesis ini menganalisa persepsi konsumen terhadap Produk Pakaian Kerja Dimana pendekatan untuk melihat persepsi ditinjau dari penilaian terhadap atribut-atribut yang ada. Dalam penelitian ini juga diuji apakah ada perbedaan persepsi antara pakaian kerja merek G2000 dan The Executive dan dilihat juga bagaimana tingkat pengaruh negara asal (COO) terhadap keputusan konsumen dalam memilih pakaian kerja. Metode yang digunakan pma penelitian ini adalah dengan menggunakan metode survey dimana penelitian ini dilakukan kepada 109 orang responden yang bekerja di .Jakarta Setelah diolah penelitian ini menghasilkan kesimpulan bahwa atribut ketersediaan ukuxan paling dianggap penting dalam melakukan pemilihan pakaian kerja, adanya perbedaan persepsi atas atribut pakaian kerja bila dilihat dari COO-nya, dan secara garis besar antara G2000 dan The Executive tidak memiliki perbedaan persepsi.

.....This thesis analyzed consumer perception toward work wear apparel. The approach employed to check on the perception is through the rating of attributes addressed to the apparel brands. In this study also examined whether there were differences of perception between G2000 and the Executive brands and also examined how the level of influence of country of origin (COO) on consumers decisions in choosing work wear apparel. The method used in this study is to use the survey method in which research is conducted to the 109 respondents who worked in Jakarta. Once processed this research lead to the conclusion that the "size availability" considered as an important attribute for the customer in choosing work wear apparel, there?s differences in the perception of work wear apparel attributes from their COO, between G2000 and The Executive does not have a difference of perception.