

Analisis atribut dalam pengambilan keputusan konsumsi dan evaluasi kinerja produk: studi pada produk deterjen merek Rinso & So Klin =
The analysis of attributes on consumption decision making and evaluation of product Performance: study on Detergent Product "Rinso" & "So Klin"

Mutie Aryanti, author

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Abstrak

Tesis ini membahas mengenai persepsi pelanggan deterjen Rinso dan persepsi pelanggan deterjen So Klin terhadap atribut yang dipertimbangkan dalam pembelian deterjen dan evaluasi kinerja atribut produk. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang dipertimbangkan dalam pembelian deterjen, serta perbedaan persepsi antara pelanggan Rinso dan pelanggan So Klin terhadap atribut deterjen. Metode penelitian adalah penelitian eksploratif dengan in depth interview dan deskriptif melalui survei. Hasil penelitian mengindikasikan terdapat 3 faktor bagi pelanggan Rinso serta terdapat 4 faktor bagi pelanggan So Klin yang dipertimbangkan dalam keputusan pembelian deterjen; terdapat perbedaan persepsi signifikan antara pelanggan Rinso dan pelanggan So Klin pada salah satu atribut deterjen.

.....The focus of this study is about learning customer perceptions of powder detergent from two brands "Rinso" and "So Klin" to product attributes and evaluation of product performance. This purpose of this study is to analyze how many factors that influences consumer decision making when buying powder detergent products, and to search the difference of perceptions to product attributes between the customers from two brands. This research is qualitative explorative and descriptive design. The data were collected by means in depth interview and a survey. The research found that there are 3 factors for customer of Rinso and 4 factors for customer of So Klin when making a purchase decision. The research showed there is significant difference of perception between the customer of Rinso and customer of So Klin in one of the product attributes.