

Analisis sikap konsumen terhadap produk lokal dan impor (studi kasus pakaian jadi pada pasar Indonesia) = Analysis of consumer attitudes towards local and import products (a case study of Indonesian s apparel market)

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk menganalisis sikap konsumen yang dilihat dari segi kognitif, afektif, dan konatif terhadap pakaian jadi lokal dan impor dan melihat produk mana yang lebih unggul. Penelitian ini juga melihat tingkat nasionalisme responden. Penelitian ini menggunakan metode statistik paired sample t-test dan one sample t-test. Penelitian ini menemukan bahwa pakaian jadi lokal memiliki rata-rata yang lebih rendah dari segi kognitif dan afektif dibandingkan dengan pakaian impor dan tidak memiliki perbedaan rata-rata yang signifikan pada segi konatif.

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ABSTRACT

The aim of this research is to analyze the attitude of consumers in terms of cognitive, affective, and conative against local and imported apparel products and to identify which one more is superior. This study also further identify respondent nationalism. This study applied statistical methods; paired sample t-test and one-sample t-test. This study found that the local apparel has an average score in terms of cognitive and affective compared imported clothes, it also does not have a distinction on score in terms of conative significantly.;The aim of this research is to analyze the attitude of consumers in terms of cognitive, affective, and conative against local and imported apparel products and to identify which one more is superior. This study also further identify respondent nationalism. This study applied statistical methods; paired sample t-test and one-sample t-test. This study found that the local apparel has an average score in terms of cognitive and affective compared imported clothes, it also does not have a distinction on score in terms of conative significantly., The aim of this research is to analyze the attitude of consumers in terms of cognitive, affective, and conative against local and imported apparel products and to identify which one more is superior. This study also further identify respondent nationalism. This study applied statistical methods; paired sample t-test and one-sample t-test. This study found that the local apparel has an average score in terms of cognitive and affective compared imported clothes, it also does not have a distinction on score in terms of conative significantly.]