

## **ABSTRAK**

Tujuan penelitian ini yaitu untuk mengetahui sikap pelanggan terhadap harga sepeda motor Yamaha Sumber Baru Ambarrukmo Yogyakarta dengan metode pendekatan analisis sikap multi atribut fishbein.

Metode analisis data menggunakan analisis deskriptif. Teknik pengumpulan data menggunakan instrument dengan skala *Likert*. Teknik sampling jenis *non probability sampling* yaitu *Accidental Sampling* menggunakan rumus Moe sebanyak 100 responden. Teknik Analisis Data menggunakan Analisis Deskriptif Kuantitatif dan Analisis Fishbein.

Hasil penelitian menunjukkan bahwa indikator dari harga produk Yamaha didapat bahwa sikap pelanggan terhadap bauran harga yaitu daftar harga, periode pembayaran, syarat kredit, diskon dan potongan harga khusus konsumen bersikap netral. Pengujian dengan metode Fishbein diperoleh nilai sikap konsumen terhadap bauran harga produk Yamaha Sumber Baru Motor Ambarukmo adalah netral.

Kata Kunci: Sikap, Pelanggan, Yamaha Sumber Baru Ambarrukmo Yogyakarta

### **ABSTRACT**

The purpose of this study is to find out the customer's attitude toward the price of the Yamaha Sumber Baru Ambarrukmo Yogyakarta motorbike with a fishbein multi attribute attitude analysis approach.

Data analysis method uses descriptive analysis. Data collection techniques use instruments with a Likert scale. The sampling technique is non probability sampling, which is incidental sampling using the Moe formula as many as 100 respondents. Data Analysis Techniques used Quantitative Descriptive Analysis and Fishbein Analysis.

The results showed that the indicator of the price of Yamaha products was obtained that the customer's attitude towards the price mix, namely price list, payment period, credit terms, discounts and special discounted prices of consumers were neutral. Testing with the Fishbein method obtained the value of consumer attitudes towards the price mix of Ambarukmo's New Sumber Motor Yamaha products.

Keywords: Attitudes, Customers, Yamaha Sumber Baru Ambarrukmo Yogyakarta