

**PENGARUH PERSEPSI KONSUMEN TENTANG KARAKTERISTIK TEMPAT PENJUALAN KARKAS AYAM RAS DI PASAR TRADISIONAL DAN MODERN TERHADAP SIKAP DAN NIAT BELI**

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**Intisari**

Tujuan dari penelitian ini adalah untuk (1) mengetahui perbedaan persepsi konsumen tentang karakteristik tempat penjualan karkas ayam ras di pasar tradisional dan modern, (2) mengetahui pengaruh persepsi karakteristik tempat penjualan terhadap sikap konsumen, (3) pengaruh sikap terhadap niat beli, dan (4) pengaruh persepsi terhadap niat beli yang dimediasi variabel sikap. Responden penelitian terdiri dari 75 orang ibu rumah tangga yang pernah melakukan pembelian karkas ayam ras di pasar tradisional dan modern. Perbedaan persepsi konsumen tentang karakteristik tempat penjualan dianalisis menggunakan MANOVA sedangkan untuk pengaruh persepsi terhadap sikap, sikap terhadap niat dan peran sikap sebagai mediator di analisis menggunakan regresi linear. Hasil penelitian ini menunjukkan adanya perbedaan persepsi konsumen tentang pelayanan konsumen, keistimewaan fisik tempat penjualan serta harga dan promosi antara pasar tradisional dan modern. Persepsi konsumen tentang pelayanan konsumen, keistimewaan fisik tempat penjualan serta harga dan promosi di pasar modern dinilai lebih baik dibandingkan pasar tradisional. Persepsi konsumen tentang karakteristik tempat penjualan karkas ayam ras yang positif berpengaruh terhadap pembentukan sikap konsumen. Pengaruh yang positif juga ditunjukkan variabel sikap konsumen terhadap niat beli konsumen. Hasil penelitian ini juga menunjukkan bahwa sikap menjadi variabel mediator pengaruh persepsi terhadap niat beli konsumen.

(Kata kunci : Persepsi, Karakteristik pasar, Sikap, Niat beli)

**THE EFFECT OF CUSTOMER PERCEPTION TOWARD CHARACTERISTICS  
OF WET AND MODERN MARKETS IN SELLING CHICKEN  
CARCASS ON ATTITUDE AND PURCHASE  
INTENTIONS**

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**Abstract**

The aims of this reseach were to analyse (1) the differences between customer perception toward customer service, special physical features, as well as price and promotion in wet and modern market, (2) the effect of perception on attitude, (3) the effect of attitude on purchase intentions, and (4) attitude as a mediated variabel between perception on purchase intentions. Seventy fifth housewives were used as respondent. The differences of customer perception were analysed by MANOVA test. The effect of customer perception on attitude, attitude on purchase intentions and attitude as a mediator were analysed by linear regression. The result indicated that there were differences between customer perception toward customer service, special physical features, as well as price and promotion in wet and modern market. Customer perception toward customer service, special physical features, as well as price and promotion in modern market was better than in wet market. More positive customer perception, the attitude would be more positive. Customer attitude also has a positive effect on purchase intentions. This research also showed that attitude was a partial mediator between percep tion on purchase intentions.

(Keyword : Perceptions, Market characteristic, Attitudes, Purchase intentions)