

ABSTRACTION

ANALYSE THE COMPARISON OF CONSUMER ATTITUDE IN CHOSENING TRADITIONAL MARKET (PASAR TUGU BANDAR LAMPUNG) AND MODERN MARKET (CHANDRA SUPERSTORE CABANG TANJUNG KARANG)

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Process the place election go shopping certain very influenced by attitude factor, characteristic of consumer and place characteristic shopping. Existence of attitude role in consumer behavior give the influence to purchasing decision. Consumer will be comparing of place characteristic shopping felt with the criterion evaluate from cutomer nucleus, others there are comparator factor making society remain to like to shop at the traditional market and do not close the possibility also that society also like to shop at the modern market.

Problem of this research is " there any attitude difference of between traditional market consumer of Market of Port Monument Float and modern market consumer of Chandra Superstore Branch the Foreland Compose?", and also " What level of difference of traditional market consumer attitude of Market of Pasar Tugu Bandar Lampung and modern market consumer of Chandra Superstore Cabang Tanjung Karang?". This research aim to to know is there any attitude difference of between traditional market consumer of Market of Pasar Tugu Bandar Lampung and modern market consumer of Chandra Superstore Cabang Tanjung Karang, and also to know how big degree of comparison of traditional market consumer attitude of Market of Pasar Tugu Bandar Lampung and modern market consumer of Chandra Superstore Cabang Tanjung Karang. Hypothesis raised in this research is: there is difference of traditional market consumer attitude of Market of Pasar Tugu Bandar Lampung with the modern market consumer attitude of Chandra Superstore Cabang Tanjung Karang.

Data obtained from through spreading kuesioner, with the population in this research is consumer going shopping at Market of Pasar Tugu Bandar Lampung and Chandra Superstore Cabang Tanjung Karang, while sampel taken to use the formula literasi, so that known the sampel in this research equal to 98 responder. Analysis technique used is uji-t couple with the storey; level signifikansi = 0,05. Attribute analysed that is product, price, location, promotion, people, process and prasarana physical.

Result of research after performed from a examination by uji-t by parsial is found a difference which signifikan of equal to 0,000 residing in under level of significance what is used = 0,05 so that refuse the H_0 . Known that by the existence of difference of traditional market consumer attitude of Market of Pasar Tugu Bandar Lampung and modern market consumer attitude of Chandra Superstore Cabang Tanjung Karang at price variable, location, promotion, people, and prasarana physical, while at variable of product and process is not found by a difference which signifikan.

Suggestion given in this research that is Organizer of Market of Pasar Tugu Bandar Lampung shall pay attention to the existing location factor, conducting promotion and improve the prasarana of market physical. Modern Market of Chandra Superstore shall apply the low price in its product sale.