ANALISIS DIMENSI *CUSTOMER PERCEIVED RISK* SPESIAL KARGO *LIVE ANIMAL* PADA PT ANGKASA PURA LOGISTIK BANDAR UDARA INTERNASIONAL YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui mengenai analisis *customer perceived risk* spesial kargo *live animal* pada PT Angkasa Pura Logistik Bandar Udara Internasional Yogyakarta. Populasi pada penelitian ini adalah seluruh konsumen yang pernah menggunakan layanan spesial kargo *live animal*. Jumlah populasi tidak diketahui. Sampel dalam penelitian ini sebanyak 80 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik sampel *purposive sampling*. Adapun teknik pengumpulan data dilakukan melalui observasi dan kuesioner. Pengujian statistik yang digunakan adalah analisis uji validitas, uji reliabilitas dan *arithmetic mean.* Dari hasil uji validitas r hitung $> r$ tabel. Sehingga seluruh instrumen yang digunakan dalam penelitian ini valid dan dari uji reliabilitas adalah 0,926 lebih besar dari 0,60 yang menunjukkan bahwa instrumen penelitian dapat dikatakan reliabel. Kesimpulan dari penelitian ini bahwa dimensi *perceived risk customer* pada layanan spesial kargo *live animal* PT angkasa Pura Logistik Bandar Udara Internasional Yogyakarta secara keseluruhan memiliki nilai rata-rata hitung sebesar 3,35. Nilai tersebut masuk dalam kategori netral yang berarti secara keseluruhan persepsi konsumen mengenai layanan spesial kargo *live animal* dari indikator *social risk, time risk, financial risk, physical risk, functional risk,* dan *pshycology risk* netral dengan yang dirasakan konsumen.

Kata Kunci: *Customer Perceived Risk*

DIMENSIONAL ANALYSIS OF CUSTOMER PERCEIVED RISK SPECIALLY CARGO LIVE ANIMALS AT PT ANGKASA PURA LOGISTICS YOGYAKARTA INTERNATIONAL AIRPORT

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Abstract

This study aims to find out about the analysis of customer perceived risk specifically for live animal cargo at PT Angkasa Pura Logistik Yogyakarta International Airport. The population in this study are all consumers who have used live animal cargo special services. The population size is unknown. The sample in this study were 80 respondents. Sampling in this study using a purposive sampling technique. Data collection was carried out through observation and questionnaires. The statistical tests used are validity test analysis, reliability test and arithmetic mean. From the results of the validity test, it is obtained that r count > r table so that all the instruments used in this study are valid and from the reliability test it is 0.926 greater than 0.60 which indicates that the research instrument can be said to be reliable. The conclusion from this study is that the perceived risk customer dimension in the special live animal cargo service of PT Angkasa Pura Logistik Yogyakarta International Airport as a whole has a calculated average value of 3.35. This value is included in the neutral category, which means that overall the consumer's perception of the live animal cargo special service from the indicators of social risk, time risk, financial risk, physical risk, functional risk, and psychological risk is neutral with what consumers feel.

Keywords: *Customer Perceived Risk*