

**ANALISIS PERSEPSI KONSUMEN TERHADAP PELAYANAN SALES
COUNTER DAN MARKETING OFFICER PT WAHANAARtha
RITELINDO CABANG YOGYAKARTA**

Ilham Muhammad Djuma

Abstrak

Penelitian ini bertujuan untuk mengetahui perbedaan persepsi konsumen terhadap pelayanan *sales counter* dan *marketing officer* PT Wahanaartha Ritelindo Cabang Yogyakarta. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 65 responden konsumen *sales counter* dan 59 responden konsumen *marketing officer*. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik pengujian data yang digunakan dalam penelitian ini meliputi uji validitas, uji reliabilitas dengan *Cronbach's Alpha.*, dan *mean* aritmatik. Berdasarkan pada hasil akhir perhitungan *mean* aritmatik kedua responden konsumen *sales counter* dan *marketing officer* menilai kedua pelayanan *sales counter* dan *marketing officer*, hasil pertama konsumen *sales counter* menilai pelayanan *sales counter* meliputi indikator *tangible, reliability, responsiveness, assurance, dan empathy* dengan mendapatkan perolehan nilai sebesar 4,33 nilai tersebut tergolong kategori skor sangat setuju, hasil konsumen *marketing officer* menilai pelayanan *marketing officer* meliputi indikator *tangible, reliability, responsiveness, assurance, dan empathy* mendapatkan perolehan nilai sebesar 4,39 nilai tersebut tergolong kategori skor sangat setuju. Hal tersebut menunjukkan bahwa adanya perbedaan persepsi kedua konsumen *sales counter* dan *marketing officer* yang tidak terlalu signifikan terhadap pelayanan *sales counter* dan *marketing officer* pada PT Wahanaartha Ritelindo Cabang Yogyakarta.

Kata Kunci: *Persepsi Konsumen, Pelayanan Sales Counter dan Marketing Officer*

**THE ANALYSIS OF CONSUMER PERCEPTION ON SALES COUNTER
AND MARKETING SERVICE AT PT WAHANAARTHA RITELINDO
YOGYAKARTA BRANCH**

Ilham Muhammad Djuma

Abstract

This study aims to determine differences in consumer perceptions of sales counter services and marketing officers of PT Wahanaartha Ritelindo Yogyakarta Branch. The method used in sampling was purposive sampling with a number of 65 sales counter consumer respondents and 59 marketing officer consumer respondents. Primary data collection is done by using a questionnaire method that has been tested for validity and reliability. The data testing techniques used in this study included validity testing, reliability testing with Cronbach's Alpha., And arithmetic mean. Based on the final results of the calculation of the mean arithmetic of the two respondents, sales counter consumers and marketing officers assessed both sales counter and marketing officer services, the first result of sales counter consumers assessing sales counter services includes indicators of tangible, reliability, responsiveness, assurance, and empathy by getting a value of 4.33 this value is classified as a very agree score category, the results of the consumer marketing officer assessing the marketing officer service include tangible indicators, reliability, responsiveness, assurance, and empathy getting a value of 4.39, this value is classified as a very agree score category. This shows that there are differences in the perceptions of the two consumers, sales counter and marketing officer, which are not too significant for the sales counter and marketing officer services at PT Wahanaartha Ritelindo Yogyakarta Branch..

Keyword: *Consumer Perception, Sales Counter and Marketing Officer Service*