ABSTRACT

COMPARATIVE ANALYSIS OF PERCEPTION ON PRODUCTS, STORE ATMOSPHERE, PRICE, AND LOCATION BETWEEN ZIGMA MULTIPLAYER, TOP ONE, AND TITAN.NET

The rapidly development of online games make the proliferation of businesses which provides online game service. The purposes of this study are to know the differences in perceptions of products, store atmosphere, price and location between Zigma Multiplayer, Top One, and Titan.net.

The populations in this study were 1889 respondent taken from the member of customer who has becoming member at one of these internet cafe. While the number of samples used in this study are 96 respondent using triangulation data procedures (interview, observation and questionnaires, that use probability sample techniques called directly proportional sampling).

The variables used in this study is products, store atmosphere, price, and location between Zigma Multiplayer, Top One, and Titan.net. While the test technique for this study MANOVA.

The results of this study was to compare the four variables tested (products, store atmosphere, price, and location) together (with using Levene’s test). Then the differences between products, store atmosphere, and location.

The differences on product perceptions between this three internet café are: there are product differences among Zigma to Top One and Titan, while there are no differences product perception between Zigma and Titan.net.

The differences on store atmosphere perceptions between this three internet café are: there are store atmosphere differences between Zigma with Top One and Top One with Titan.net., while there are no differences product perception between Zigma and Top One.

The differences on location perception between this three internet cafe are: Zigma with Titan.net and Top One with Titan.net. There are no perception differences between Zigma and Top One.

**Keyword:** Online games, triangulation, perception, and MANOVA.