

**ABSTRAK**  
**SIKAP MASYARAKAT TERHADAP PERUSAHAAN UMUM JASA**  
**PEGADAIAN**  
**STUDI KASUS PADA MASYARAKAT DI SEKITAR PERUM PEGADAIAN DAERAH ISTIMEWA**  
**YOGYAKARTA CABANG GEJAYAN**  
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Penelitian ini bertujuan untuk mengetahui 1) Karakteristik masyarakat pengguna jasa pegadaian cabang Gejayan, 2) Sikap masyarakat terhadap jasa perum pegadaian cabang Gejayan, 3) Perbedaan sikap masyarakat terhadap jasa perum pegadaian dilihat dari aspek pendapatan. Penelitian ini dilakukan di perum pegadaian cabang Gejayan Daerah Istimewa Yogyakarta.

Peneliti mengumpulkan data menggunakan tehnik wawancara dan kuesioner. Sampel yang digunakan adalah masyarakat yang pernah menggunakan jasa perum pegadaian cabang Gejayan. Sampel yang diambil sebanyak 100 responden.

Metode analisis yang digunakan untuk mengetahui karakteristik masyarakat adalah analisis persentase, untuk mengetahui sikap masyarakat dengan menggunakan analisis *Multiattribute Attitude Models* (MAM), untuk mengetahui perbedaan sikap masyarakat adalah dengan metode *Chi Square* dan *Crosstabs*.

Mayoritas responden pengguna jasa perum pegadaian adalah pria (54%), usia antara 19-29 th (55%), status belum menikah (57%), mempunyai pendapatan atau uang saku per bulan antara Rp 501.000,00-Rp 750.000,00 (31%), pendidikan terakhir SMA/ sederajat (47%), pekerjaan sebagai mahasiswa (45%). Dari analisis MAM diperoleh hasil bahwa sikap masyarakat terhadap jasa perum pegadaian adalah positif. Dan dari analisis *Chi Square* dan *Crosstabs* diketahui bahwa ada perbedaan sikap masyarakat yang signifikan dilihat dari aspek pendapatan.

## ABSTRACT

### PEOPLE'S ATTITUDE TOWARD PAWNSHOP COMPANY A Case Study at the Society around Gejayan Pawnshop Company in Special District of Yogyakarta

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This research was aimed to know: 1) The characteristics of the people using Gejayan pawnshop company. 2) The people's attitude toward the service of Gejayan pawnshop company. 3) The difference of people's attitude toward the service of Gejayan pawnshop company in term of income aspect. This research was done at Gejayan pawnshop company in Special District of Yogyakarta.

The data gathering techniques used were interview and questionnaire. There were 100 samples of respondent taken from people who ever used the services of Gejayan Pawnshop Company.

The data analysis method utilized to know the characteristics of the people was percentage analysis. The *Multiattribute Attitude Model* was applied to identify the people's attitude. The *Chi Square* and *Crosstabs* methods were used to verify the difference of people's attitude.

Based on percentage analysis, it was found that majority of respondents using Gejayan pawnshop company were males (54%), age 19 to 29 years old (55%), unmarried (57%), those who had income around Rp 501.000,00 to Rp 750.000,00 per month (31%), senior high (47%), and university student (45%). Based on the *Multiattribute Attitude Model*, the result was that the people's attitude toward the service of Gejayan Pawnshop Company was positive. Based on the *Chi Square* and *Crosstabs* methods, the result was that there was a significant difference in the people's attitude in term of income aspect.