

ABSTRAK

ANALISIS PERILAKU REMAJA PADA PENGGUNAAN *MOBILE PHONE* DENGAN PENDEKATAN *TRADING UP*

Studi Tentang Remaja Pengguna *Mobile Phone* Nokia N Series dan E Series di Kota Yogyakarta

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Penelitian ini bertujuan untuk (1) mengidentifikasi karakteristik psikografis dan demografis konsumen, (2) mengidentifikasi hubungan antara Strategi Marketing *New Luxury Produk* menurut konsumen dengan perilaku *trading up*, (3) mengidentifikasi pola keterkaitan antara pertimbangan pembelian dengan manfaat yang dicari dalam menggunakan *mobile phone* Nokia N series dan E series dengan pendekatan *trading up* pada remaja pengguna *mobile phone* Nokia N series dan E series di Kota Yogyakarta.

Penelitian ini dilakukan 2 tahap pada bulan Agustus 2008 dan Desember 2008 di SMU Negeri 3 Yogyakarta. Pengumpulan data dilakukan dengan teknik kuesioner dan survei rintisan. Populasi yang digunakan dalam penelitian ini adalah SMU – SMU di Kota Yogyakarta. Sampel dalam penelitian ini menggunakan teknik *Probability Cluster Sampling*. Dari teknik sampling ini didapatkan 43 responden remaja SMU Negeri 3 Yogyakarta yang memiliki Nokia N series atau E series. Teknik analisis data yang digunakan adalah analisis korelasi Spearman rank.

Hasil penelitian ini menunjukkan bahwa karakteristik psikografis konsumen *mobile phone* Nokia N series atau E series adalah petualang dan penggemar *hang out*, bahwa 67,4% konsumennya wanita, uang saku berkisar Rp 101.000 - Rp 300.000, dan 69,8% konsumen sebagai konsumen setia Nokia. Penelitian ini juga mendapati ada hubungan antara Strategi *Marketing New Luxury* dengan perilaku *trading up*, dan adanya keterkaitan pola antara perilaku *trading up* dengan *emotional benefit* yang dimanfaatkan dalam penggunaan.

Kata kunci : perilaku remaja, psikografis dan demografi, penggunaan *mobile phone*, *trading up*, *emotional benefit*, Korelasi Spearman rank, tabulasi silang.

ABSTRACT

ADOLESCENT BEHAVIOR ANALYSIS IN MOBILE PHONE UTILITY USING TRADING UP APPROACH

A study on adolescent users of Nokia N Series and E Series mobile phone

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This research aimed to identify (1) consumers psychographic and demographic characteristics, (2) correlation between New Luxury Product Marketing Strategy according to consumer perception and consumers trading up behavior, (3) interrelatedness pattern between trading consideration and benefit that is searched by utilizing Nokia N series and E series mobile phone using trading up approach in adolescent utility of Nokia N series and E series in Yogyakarta.

This research, which was consisted of 2 stages, was conducted on August 2008 and December 2008 in SMA Negeri 3 Yogyakarta. Data collection was done using questionnaire technique and preliminary survey. Population employed in this research were all of senior high schools located in Yogyakarta. The sample in this research was probability cluster sampling. From this technique, the researcher found 43 appropriate respondents. Data analysis technique employed was Spearman Rank Correlation analysis.

This research showed that consumer psychographic characteristics of Nokia N series and E series mobile phone were outdoors enthusiasts and potatoes, 67,4% consumers were women, having pocket money of Rp 101.000,00 – Rp 300.000,00 and 69,8% of consumers were loyal consumers of Nokia. This research found that there was correlation between New Luxury Marketing Strategy according consumers' perception to trading up behavior, and there was pattern interrelatedness between trading up behavior and emotional benefit of the in usage

Keywords : adolescent behavior, psychographic and demographic, utilizing mobile phone, emotional benefit, Spearman Rank Correlation, crosstabulation.