

ABSTRAK

ANALISIS PERBEDAAN MOTIF DALAM KEPUTUSAN MELAKUKAN PERAWATAN TUBUH DI LARISSA *SKIN CARE & HAIR TREATMENT* DITINJAU DARI KARAKTERISTIK PELANGGAN

**(Studi pada Larissa Skin Care & Hair Treatment Jl. C. Simanjuntak 78,
Yogyakarta)**

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2009**

Penelitian ini bertujuan untuk mengetahui apakah terdapat perbedaan motif dalam keputusan melakukan perawatan tubuh di Larissa Skin Care & Hair Treatment ditinjau dari jenis kelamin, usia, jenis pekerjaan dan pendapatan pelanggan tiap bulan. Populasi dalam penelitian ini adalah pelanggan Larissa Skin Care & Hair Treatment yang berada di Jl. C. Simanjuntak 78, Yogyakarta . Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 100 responden dengan pengambilan sampel menggunakan *purposive sampling*. Untuk pengujian instrumen dilakukan uji validitas dan reliabilitas. Data yang diperoleh dari kuesioner diuji dengan menggunakan *Independent Sample T Test*, *Anova Oneway*. Berdasarkan hasil yang diperoleh dari *Independent Sample T Test* untuk jenis kelamin pelanggan terdapat perbedaan motif dalam keputusan melakukan perawatan tubuh di Larissa Skin Care & Hair Treatment. Hasil yang diperoleh dari *Anova Oneway* pun untuk usia pelanggan, jenis pekerjaan serta pendapatan pelanggan tiap bulan juga terdapat perbedaan motif dalam keputusan melakukan perawatan tubuh di Larissa Skin Care & Hair Treatment.

ABSTRACT

**THE ANALYSIS OF DIFFERENCE IN DECISION MOTIVES OF DOING
BODY TREATMENT IN LARISSA SKIN CARE AND HAIR
TREATMENT BASED ON THE CUSTOMERS' CHARACTERISTICS
(Research in Larissa Skin Care and Hair Treatment Jl. C. Simanjuntak 78
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The research aimed to identify whether there were motive differences to have body treatment at Larissa Skin Care and Hair Treatment, based on gender, age, types of occupation and the customer's monthly income. Population in the research was 100 customers of Larissa Skin Care and Hair Treatment at Jl. C. Simanjuntak 78, Yogyakarta. For the instrument testing, validity and reliability test has done. The data were tested by Independent Sample T-Test, Anova Oneway. Based on independent sample T-Test, it can be concluded that there were motive differences to have body treatment at Larissa Skin Care and Hair Treatment based on customer gender. Based on Anova Oneway, it can be concluded that age, occupation and monthly income also produced motive differences to have body treatment at Larissa Skin Care and Hair Treatment.