

ABSTRAK

ALASAN KONSUMEN MEMBELI PASTA GIGI PEPSODENT

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Penelitian ini bertujuan untuk mengetahui karakteristik konsumen pasta gigi Pepsodent dan juga untuk mengetahui alasan konsumen membeli pasta gigi Pepsodent. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden dengan metode *Accidental Sampling*. Data-data tersebut dianalisis dengan metode analisis persentase dan Cochran Q-Test.

Berdasarkan hasil yang diperoleh dari analisis persentase, sebagian besar konsumen berjenis kelamin laki-laki sebanyak 55% dengan usia antara 22 tahun hingga 24 tahun sebanyak 59%, rata-rata memiliki uang saku atau pendapatan berkisar antara Rp 500.000 – Rp 1.000.000 sebanyak 59%, dan sebagian besar menggunakan pasta gigi Pepsodent Complete Care.

Sedangkan berdasar hasil analisis Cochran Q-Test diketahui bahwa ada 2 alasan konsumen membeli pasta gigi Pepsodent yaitu: harga dan variasi produk.

ABSTRACT
CUSTOMERS REASONS TO BUY PEPSODENT TOOTHPASTE
A Case Study on Sanata Dharma University Students,
Campus I Mrican, Yogyakarta

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The research were aimed to identity the characteristics of Pepsodent toothpaste customer and the customers reasons to buy Pepsodent toothpaste. The data gathering method was done by distributing questionnaires to 100 respondents, using Accidental Sampling method. Those data were analized using percentage analysis method and Cochran Q-Test.

Based on the results using percentage analysis, there were 55% of male customers whose characteristics: 59% were 22 up to 24 years old, 59% had monthly allowance between Rp 500.000,00 – Rp 1.000.000,00, most of them consumed Complete Care Pepsodent Toothpaste.

Based on the result using Cochran Q-Test, there were 2 customers reasons to buy Pepsodent toothpaste, they were the price and product variation.