

ABSTRAK

ANALISIS PERSEPSI MAHASISWA DAN PENGUSAHA *COUNTER* TELEPON SELULAR TENTANG ETIKA BISNIS Studi Kasus Pada Mahasiswa Fakultas Ekonomi Sanata Dharma Yogyakarta dan Pengusaha *Counter* Telepon Selular di Jalan Moses

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Penelitian ini bertujuan untuk mengetahui ada atau tidaknya perbedaan persepsi yang signifikan antara mahasiswa ekonomi dengan pengusaha *counter* telepon selular tentang etika bisnis. Latar belakang penelitian ini adalah bahwa perlunya pemahaman mengenai etika bisnis baik dalam dunia pendidikan maupun dunia bisnis.

Jenis penelitian adalah studi kasus. Data diperoleh dengan melakukan dokumentasi dan kuesioner. Teknik analisis data yang digunakan adalah uji beda rata-rata.

Berdasarkan hasil analisis data yang telah dilakukan diperoleh hasil yaitu H_0 diterima, berarti tidak terdapat perbedaan persepsi yang signifikan antara mahasiswa ekonomi dengan pengusaha *counter* telepon selular tentang etika bisnis. Sampel yang digunakan sebanyak 50 orang dan menggunakan level signifikansi 95 %. Dengan pengujian dua sisi, diperoleh nilai t hitung sebesar $-0,669$, sedangkan t tabel sebesar $-2,011$, oleh karena itu t hitung lebih besar dari t tabel ($t_{hitung} = -0,669 > t_{tabel} = -2,011$), Karena t hitung lebih besar dari t tabel, maka H_0 diterima dan H_a ditolak, atau dengan kata lain, antara mahasiswa ekonomi dengan pengusaha *counter* telepon selular tidak memiliki perbedaan persepsi yang signifikan tentang etika bisnis.

ABSTRACT

THE ANALYSIS OF PERCEPTION ABOUT BUSINESS ETHICS FROM COLLEGE STUDENTS AND THE OWNERS OF SELLULAR PHONE COUNTERS

**A Case Study of economics faculty students of Sanata Dharma University at
Yogyakarta and the owners of cellular phone counters at Moses Street**

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The aim of this study was to know whether there was significance difference of the perception about business ethics between economics students and the owners of cellular phone counters. The background of this study was that the understanding about business ethic was important for the whole world, whether in education world or business world.

This study was a case study. This study obtained data by documentation and questionnaire. The data analysis technique of this study was difference between mean - test.

Based on the data analysis, the writer found that the Null Hypotheses was accepted which meant that there was no significance difference of the perception about business ethics between economics students and the owners of cellular phone counters. The sample used in this study was 50 people both from college students and also from the owners of cellular phone counters. This study used 95% significance level. The value of $t_{\text{calculated}}$ was -0,669. Using two-tailed independent sample t-test. the t_{table} was -2,011.

Because of the value of t -calculated was bigger than t -table, so the Null Hypotheses should be accepted and in other side, the Alternative Hypotheses should be rejected. In another word, the result of this study was that there was no significance difference of the perception about business ethics between economics students and the owners of cellular phone counters.