

ABSTRAK

PENGARUH SIKAP TERHADAP BROSUR, SIKAP TERHADAP SOSIALISASI/PENDIDIKAN MOTIVASI, PENDAPATAN DAN NORMA SUBYEKTIF TERHADAP NIAT BERPARTISIPASI CALON ANGGOTA Studi Kasus pada Credit Union Sandya Swadaya Yogyakarta

Ignatius Mariandrianto Saputra
Universitas Sanata Dharma
Yogyakarta
2010

Penelitian ini memiliki tujuan yaitu: ¹⁾mengetahui pengaruh sikap terhadap brosur, sikap terhadap sosialisasi/pendidikan motivasi, pendapatan dan norma subyektif terhadap niat berpartisipasi calon anggota Credit Union Sandya Swadaya Yogyakarta serta ²⁾mengetahui pendapat responden pada informasi yang harus ditambahkan pada brosur dan sosialisasi/pendidikan motivasi, pendapat dan sikap responden pada sosialisasi/pendidikan motivasi serta pendapat responden tentang Credit Union. Penelitian ini dilakukan selama bulan Agustus 2010 di Credit Union Sandya Swadaya Yogyakarta. Pengumpulan data dilakukan dengan kuesioner dan observasi. Populasi dalam penelitian ini adalah calon anggota yang sedang mengikuti sosialisasi/pendidikan motivasi Credit Union Sandya Swadaya Yogyakarta. Sampel yang diambil sebanyak 107 responden. Pengambilan sampel menggunakan *nonprobability sampling*. Teknik analisis data menggunakan analisis persentase, uji validitas dan reliabilitas, uji asumsi klasik, uji F, uji t serta analisis regresi berganda. Analisis persentase menunjukkan bahwa sebagian besar responden merupakan kaum muda yang berasal dari Daerah Istimewa Yogyakarta dan sekitarnya. Uji validitas dan reabilitas menunjukkan bahwa instrument yang digunakan dalam penelitian ini valid dan reliabel. Uji asumsi klasik menunjukan variabel berdistribusi normal. Penelitian ini mendapat temuan bahwa ¹⁾secara simultan sikap terhadap brosur, sikap terhadap sosialisasi/pendidikan motivasi, pendapatan dan norma subyektif berpengaruh terhadap niat berpartisipasi calon anggota Credit Union Sandya Swadaya Yogyakarta tetapi secara parsial sikap terhadap sosialisasi/pendidikan motivasi tidak berpengaruh terhadap niat berpartisipasi calon anggota. ²⁾Masih perlu adanya tambahan informasi yang harus ditambahkan pada brosur dan sosialisasi/pendidikan motivasi sehingga informasi tersebut akan lebih jelas diterima oleh calon anggota. Sebagian besar anggota memahami Credit Union merupakan lembaga keuangan yang memihak kepada rakyat.

ABSTRACT

**THE INFLUENCED OF THE ATTITUDE TOWARD BROCHURES,
ATTITUDE TOWARD SOCIALIZATION / MOTIVATIONAL
EDUCATION, INCOME AND SUBJECTIVE NORMS ON THE
INTENTION TO PARTICIPATE OF MEMBER CANDIDATES
A Case Study at Sandya Swadaya Yogyakarta Credit Union**

Ignatius Mariandrianto Saputra
Sanata Dharma University
Yogyakarta
2010

The purpose of this study are: ¹⁾to know the effects of attitude toward the brochure, attitude toward socialization/motivational education, income and subjective norms on the intention to participate of the prospective members of Sandya Swadaya Yogyakarta Credit Union, and ²⁾to know the respondents opinions about the information to be added in the brochure and socialization/motivational education, respondents opinions and attitudes toward the socialization/motivational education and also the respondents opinions about the Credit Union itself. This study was conducted during August 2010 in Sandya Swadaya Yogyakarta Credit Union. Data was collected through questionnaires and observations. The population in this study is the prospective members who were following the socialization/motivational education held by Sandya Swadaya Yogyakarta Credit Union. Samples taken were 107 respondents. Non-probability sampling was used in the sampling technique. percentage analysis, validity and reliability test, classic assumption test, F test, t test and multiple regression analysis were used in the data analysis technique. Percentage analysis showed that most respondents were young people coming from Daerah Istimewa Yogyakarta and its surroundings. Validity and reliability test showed that the instrument used in this research was valid and reliable. Classic assumption test showed normal variables distribution. This study found that ¹⁾attitude toward the brochure, attitudes toward socialization/motivational education, income and subjective norms simultaneously influenced the intention to participate of prospective members of Credit Union Sandya Swadaya Yogyakarta, but partially, the attitude towards socialization/motivational education did not influence the candidates intention to participate. ²⁾Additional information should be added in the brochure and in the socialization/motivational education so that the information will be clearer to the prospective member. Most of members comprehend that the Credit Union is a favorable financial institution for the society.