

ABSTRAK

ANALISIS PERILAKU PRIA DALAM BERBELANJA DI SHOPPING MALL YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui : 1). karakteristik pria yakni kelas sosial, status perkawinan, dan *variety seeking* akan mempengaruhi frekuensi belanja, lama belanja, jumlah uang yang dibelanjakan; 2). karakteristik *shopping mall* yaitu suasana, pelayanan, harga, kelengkapan produk, dan lokasi akan mempengaruhi frekuensi belanja, lama belanja, jumlah uang yang dibelanjakan.

Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 120 responden yang dibagi sama rata sebesar 30 responden pria di 4 shopping mall Yogyakarta yakni Ambarukmo Plaza, Galleria Mall, Malioboro Mall dan Ramai Mall. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive quota sampling* dengan kriteria sampel yakni usia pria > 18 tahun. Teknik analisis yang digunakan adalah Analisis Regresi Linier Berganda dengan menggunakan uji T.

Berdasarkan hasil analisis data dapat diketahui bahwa : 1). karakteristik pria yakni kelas sosial, status perkawinan yang berpengaruh signifikan terhadap lama belanja dan jumlah uang yang dibelanjakan; 2). karakteristik *shopping mall* yaitu suasana, harga, kelengkapan produk, dan lokasi yang berpengaruh signifikan terhadap frekuensi belanja, lama belanja, jumlah uang yang dibelanjakan.

ABSTRACT

AN ANALYSIS OF MALE SHOPPING BEHAVIOUR IN SHOPPING MALL IN YOGYAKARTA

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The research aims to find out: (1) characteristics of male shoppers in terms of social class, marital status, *variety seeking* behavior, and their influence in shopping duration and amount of money spent; (2) characteristics of shopping malls of their atmosphere, service, prices, product variety, and their influence in frequency of shopping, shopping duration and amount of money spent.

The research was done by distribute questionnaires to 120 respondents, that is 30 male shoppers in each of the 4 shopping malls in Yogyakarta of Ambarukmo Plaza, Galleria Mall, Malioboro Mall dan Ramai Mall. The sampling technique applied was Purposive Quota Sampling model with a criterion that respondents were at least 18 years old. The data analysis techniques used were Multiple Linier Regression Analysis and ANOVA.

The results of analysis showed that: (1) There were significant influence of social class and marital status on shopping duration and money spent in shopping; (2) There were significant influence of the variables of atmosphere, prices, product variety, and location on shopping frequency, duration, and money spent.