

ABSTRAK

MINAT KONSUMEN MEMBELI PAKAIAN DI RUMAH MODE PUJHA

Studi Kasus pada Mahasiswi Universitas Sanata Dharma Kampus 1 ,Mrican,
Yogyakarta

Krisna Susanti

Universitas Sanata Dharma

Yogyakarta, 2012

Penelitian ini bertujuan untuk mengetahui seberapa besar minat mahasiswi membeli pakaian di rumah mode Pujha. Penelitian ini dilakukan selama bulan Mei 2012 di Universitas Sanata Dharma Kampus 1, Mrican, Yogyakarta. Pengumpulan data dilakukan dengan kuesioner, Populasi yang digunakan dalam penelitian ini adalah Fakultas Ekonomi, Fakultas Sastra, dan FKIP (Fakultas Keguruan dan Ilmu pendidikan), Universitas Sanata Dharma Yogyakarta. Sampel yang diambil sebanyak 90 responden. Pengambilan sampel menggunakan *Quota Sampling*. Teknik analisis data yang digunakan adalah metode statistik deskriptif dengan menghitung skor total dari masing-masing kriteria tersebut. Pengukuran minat dengan menggunakan skala *Likert*. Dari hasil analisis presentase diketahui bahwa sebagian besar mahasiswi adalah memiliki uang saku perbulan antara Rp 500.000 – Rp 1.000.000 sebanyak (55,56%) dan sumber informasi sebanyak 53 mahasiswi (58,8%) di dapat dari teman. Hasil penelitian ini menunjukkan bahwa Mahasiswi Fakultas Ekonomi, Fakultas Sastra, dan FKIP (Fakultas Keguruan dan Ilmu pendidikan), tidak berminat membeli pakaian di rumah mode Pujha dengan rata-rata skor sebesar 2,43.

ABSTRACT

**THE CUSTOMERS' INTEREST IN PURCHASING CLOTHES IN PUJHA
CLOTHES STORE**

A Case Study on Students of Sanata Dharma University Campus I, Mrican,
Yogyakarta

Krisna Susanti
Sanata Dharma University
Yogyakarta, 2012

The research was aimed to find out how enthusiastic the students were to buy clothes in Pujha Clothes Store. The research was conducted in May 2012 at Sanata Dharma University, Campus I, Mrican, Yogyakarta. The data were collected by distributing questionnaires. The population of the research consisted student of Economy Faculty, Literature Faculty, and Teachers' Training Faculty (FKIP) Sanata Dharma University Yogyakarta. There were 90 respondents as the sample. The sample was taken using Quota Sampling. The data were analyzed using descriptive statistic method by calculating the total scores of the criteria. The interest was measured using Likert Scale. From the percentage analysis, it was shown that most of the female students owned about Rp 500,000 – Rp 1,000,000 as their monthly pocket money (55.56%). There were 53 female students (58.8%) got the information from their friends. The result of the research indicated that the students of Economy Faculty, Literature Faculty, and Teachers' Training Faculty (FKIP) were not interested in purchasing clothes in Pujha Clothes Store with the average score 2.43.