

ABSTRAK

ALASAN KONSUMEN BERBELANJA DI MIROTA BATIK YOGYAKARTA

Studi Kasus pada Konsumen yang Berbelanja di Mirota Batik Yogyakarta

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Penelitian ini bertujuan untuk mengetahui alasan konsumen berbelanja di Mirota Batik Yogyakarta. Penelitian ini dilakukan selama bulan Maret sampai April 2011. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada konsumen di mirota batik Yogyakarta. Populasi dalam penelitian ini adalah konsumen yang sudah melakukan pembelian di Mirota Batik Yogyakarta. Sampel yang diteliti sebanyak 100 orang dan teknik sampling yang digunakan adalah *Accidental Sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah 1) Analisis Persentase untuk mengetahui karakteristik konsumen, 2) Analisis *Cochran Q Test* untuk mengetahui alasan konsumen berbelanja di Mirota Batik Yogyakarta. Dari analisis persentase diperoleh hasil yaitu paling banyak konsumen yang diteliti adalah wanita (59%), dan responden yang paling banyak adalah mereka yang belum bekerja (67%). Dari analisis Cochran Q-Test menunjukkan bahwa pelayanan yang diberikan memuaskan, barang yang ditawarkan beragam, lokasi strategis dan mudah dijangkau, keamanan terjamin, suasana masih bernuansa Jawa, barang yang ditawarkan memiliki kualitas bagus mempunyai pengaruh yang signifikan terhadap alasan konsumen berbelanja di Mirota Batik Yogyakarta.

ABSTRACT

**THE REASON FOR CUSTOMERS TO SHOPPING IN MIROTA BATIK
YOGYAKARTA**

Case Study on Customers' Reasons to shop at Mirota Batik Yogyakarta

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The purpose of this research was to identify the reasons for customers to shop at Mirota Batik Yogyakarta. This research was done from March to April, 2011. The data collection was done by distributing questionnaires to the customers at Mirota Batik Yogyakarta. The population in this research was the customers who had done transactions at Mirota Batik Yogyakarta. The research sample was 100 people and the used technical sampling was Accidental Sampling. The data analysis used in this research was as follows: Percentage Analysis. This analysis was applied to identify the customers' characteristics, Cochran Q Test Analysis. This analysis was applied to identify the customers' reasons in shopping at Mirota Batik Yogyakarta. From the percentage analysis, it was found that 59% from the 100 customers were women. It was also found that 67% of the whole sample population was unemployed. Based on the Cochran Q-Test, it was shown that Mirota Batik Yogyakarta gave a satisfactory service, had a variety of sold items, had a strategic location, had good security service, gave a good Javanese ambiance, and sold highly qualified sold items. These results gave a significant influence towards the customers' reasons in shopping at Mirota Batik Yogyakarta.