

ABSTRAK

**ALASAN-ALASAN MAHASISWA KAMPUS 1 UNIVERSITAS SANATA
DHARMA
MENGUNAKAN JASA *LAUNDRY AND DRY CLEANING***

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2011

Penelitian ini bertujuan mengetahui alasan-alasan mahasiswa Kampus 1 Universitas Sanata Dharma menggunakan jasa *laundry and dry cleaning*. Teknik pengumpulan data yang digunakan kuesioner dan wawancara. Populasi penelitian ini adalah mahasiswa Kampus 1 Universitas Sanata Dharma Yogyakarta. Jumlah sampel sebanyak 96 responden. Teknik analisis data yang digunakan Cochran Q-Test untuk mengetahui alasan-alasan mahasiswa Kampus 1 Universitas Sanata Dharma menggunakan jasa *laundry and dry cleaning*. Hasil dari penelitian ini menunjukkan bahwa enam alasan menjadi alasan mahasiswa menggunakan jasa *laundry and dry cleaning*, meliputi kesibukan mahasiswa, rasa malas, harga terjangkau, praktis, keamanan, dan iklim.

ABSTRACT

**The Reasons of Sanata Dharma University Students Campus 1
To Consume Laundry And Dry Cleaning Service**

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The research aimed to find out the reasons of Sanata Dharma University students Campus 1 to consume laundry and dry cleaning services. Data collection techniques were questionnaires and interviews. The research population was Sanata Dharma University students Campus 1. The sample of the research was 96 respondents. Data analysis technic was Cochran Q-Test to find out the reasons Sanata Dharma University students Campus 1 to consume laundry and dry cleaning services. The results of the study indicated there were six reasons of Sanata Dharma University students Campus 1 to consume laundry and dry cleaning services, there are students activity (diteliti lagi), laziness, achieved price, practical, calm, and climate.