

ABSTRAK
ANALISIS HUBUNGAN ANTARA GAYA HIDUP DENGAN
KEPUTUSAN PEMBELIAN TERHADAP PRODUK HANDPHONE

Studi kasus pada Mahasiswa Fakultas Ekonomi
Universitas Sanata Dharma Angkatan 1999 jurusan Manajemen dan
Akuntansi

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2004

Penelitian ini bertujuan untuk mengetahui tingkat hubungan antara gaya hidup dengan keputusan pembelian Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma angkatan 1999 jurusan Manajemen dan Akuntansi terhadap produk handphone.

Data yang dikumpulkan menggunakan tehnik wawancara dan kuesioner (daftar pertanyaan). Untuk mengetahui profil pengguna handphone digunakan **Analisis persentase**, sedangkan untuk mengetahui tingkat hubungan digunakan **Analisis korelasi product moment**.

Dari **Analisis persentase** diperoleh hasil yaitu sebagian besar responden menggunakan handphone ialah Mahasiswi (52%), sebagian besar responden berasal dari jurusan Manajemen (65,33%), dengan lama penggunaan handphone 1 tahun – 1,6 tahun (45,34%) dan pekerjaan orangtua sebagian besar ialah pegawai negeri (34,67%), dengan pendapatan orangtua sebesar Rp.1.000.000–Rp.2.000.000 (41,33%), serta uang saku responden perbulan sebesar Rp.200.000–Rp.500.000 (47,33%). Dari **Analisis korelasi product moment** diperoleh hasil bahwa hubungan antara gaya hidup dengan keputusan pembelian ditinjau dari sudut internal mempunyai nilai r sebesar 0.879 dan hubungan antara gaya hidup dengan keputusan pembelian ditinjau dari sudut eksternal mempunyai nilai r sebesar 0.899. Dari **Analisis Korelasi Ganda** diperoleh hasil bahwa hubungan antara gaya hidup dengan keputusan pembelian ditinjau dari sudut internal dan eksternal mempunyai nilai R sebesar 0.931.

ABSTRACT

ANALYSIS ON THE CORRELATION BETWEEN LIFESTYLE AND PURCHASE DECISION OF THE CELL-PHONE PRODUCTS A Case Study on the Students of the Faculty of Economics in Sanata Dharma University Enrolled in 1999.

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This study is aimed at determining the degree of correlation between lifestyle and purchase decision of the cell-phone products among the students of the Faculty of Economics Sanata Dharma University enrolled in 1999 in the departments of Management and Accounting.

Data were collected using interview and questionnaire. The percentage analysis was used to identify the profile of cell-phone users, and the analysis of product moment correlation to ascertain the degree of correlation.

The result of the percentage analysis indicates that most of the respondents are female students (52%), students of the department of management (65.33%), and have used the product between 1-1.6 years (45.34%), the occupation of most of their parents is civil servant (34.67%) with the average monthly income of Rp. 1,000,000-Rp. 2,000,000 (41.33%), and the respondents' pocket money per month of Rp. 200,000-Rp.500,000 (47.33%). The result of the analysis of the product moment correlation indicates that the correlation between lifestyle and purchase decision based on from the internal intention has the r value of 0.879 and the correlation between lifestyle and purchase decision based on from the external intention has r value of 0.899. The Multiple Correlation Analysis shows that correlation between lifestyle and purchase decision based on from internal and external intention has the R value of 0.931.