

ABSTRAK
ANALISIS PERSEPSI NASABAH TERHADAP PELAYANAN
PEMBERIAN KREDIT PERUM PEGADAIAN
Studi Kasus Pada Perum Pegadaian Cabang Bantul

SURYANI
UNIVERSITAS SANATA DHARMA
2004

Tujuan penelitian ini adalah untuk mengetahui persepsi nasabah terhadap pelayanan pemberian kredit Perum Pegadaian menurut jenis pekerjaan, tingkat pendidikan, dan penghasilan rata-rata keluaraga setiap bulan.

Teknik pengumpulan data yang digunakan adalah kuesioner dan wawancara, untuk 100 responden dari populasi dengan menggunakan *Accidental Sampling*. Persepsi nasabah terhadap pelayanan pemberian kredit dapat diketahui dengan menggunakan teknik *Arithmatic Mean*, dan perbedaan persepsi menurut jenis pekerjaan, tingkat pendidikan, dan penghasilan rata-rata keluarga setiap bulan dapat diketahui dengan menggunakan teknik *Chi Square* (χ^2).

Dari hasil penelitian menunjukkan bahwa persepsi nasabah terhadap pelayanan pemberian kredit Perum Pegadaian Cabang Bantul adalah baik dan tidak ada perbedaan persepsi nasabah terhadap pelayanan pemberian kredit Perum Pegadaian Cabang Bantul menurut jenis pekerjaan, tingkat pendidikan, penghasilan rata-rata keluaraga setiap bulan.

ABSTRACT

ANALYSIS ON THE CLIENT'S PERSEPTION ON THE CREDIT ISSUE SERVICES PAWNSHOP A Case Study at Pawnshop Bantul Branch

**SURYANI
SANATA DHARMA UNIVERSITY
2004**

The aim of this research was to know the client's perception on the Credit Issue Services of pawnshop according to the occupation, the educational level, and the average household income per month.

The data gathering technique were questionnaire end interview. To select 100 resondents from the population, the accidental sampling was used. The clients' perception on the Credit Issue Services of Pawnshop Bantul Branch was identified by using the Arithmetic Mean analysis, and to know the differences in occupation, educational level, and the average household income per month, the writer used analysis of chi square (X^2).

The analysis showed that the client's perception on the Credit Issue Services of Pawnshop Bantul Branch was good and there was no differences in the clients' perception on the Credit Issue Services of pawnshop according to the occupation, the educational level, and the average household income per month.