

ABSTRAK

TANGGAPAN KONSUMEN TERHADAP MERK PRODUK KOSMETIK MENURUT STATUS SOSIAL EKONOMI

Studi Kasus pada Wanita Pekerja Pemakai Produk Kosmetik
Di dusun Mrican – Pringgondani, Sleman, Yogyakarta

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Tujuan penelitian ini adalah untuk mengetahui perbedaan tanggapan konsumen terhadap merk produk kosmetik menurut tingkat pendidikan, tingkat pendapatan dan jenis pekerjaan. Penelitian ini di lakukan di dusun Mrican – Pringgondani, Sleman, Yogyakarta, pada tanggal 1 Maret – 31 Maret 2003.

Populasi pada penelitian ini berjumlah 780 orang. Jumlah sampel 78 orang dan diambil secara *Purposive Sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner dan dokumentasi.

Teknik analisis data yang digunakan adalah analisis *Chi Kwadrat* (χ^2). Analisis dilakukan untuk setiap tingkatan yang dibagi ke dalam strata yaitu tingkat pendidikan (strata SLTP, SLTA, dan PT), tingkat pendapatan (tinggi, sedang, dan rendah), jenis pekerjaan (pegawai negeri, pegawai swasta, pengusaha/pedagang) terhadap merk produk kosmetik sebagai identitas, sebagai penghubung produsen dengan konsumen, sebagai indikasi/cerminan mutu/kualitas produk, sebagai identitas pemakai, sebagai gambaran/cerminan kepribadian pemakai. Dalam hal ini dipakai taraf signifikansi 5 % ($\alpha = 0,05$).

Hasil penelitian menunjukkan bahwa tanggapan konsumen terhadap merk produk kosmetik menurut tingkat pendidikan, tingkat pendapatan dan jenis pekerjaan adalah tidak berbeda, sebagian besar responden/konsumen mempunyai tanggapan positif.

ABSTRACT

CONSUMERS' RESPONSES TOWARD COSMETIC PRODUCTS' TRADEMARK IN ACCORDANCE WITH ECONOMIC – SOCIAL STATUS

A Case Study on Female Employees of Cosmetic Product Users
In The Village Of “Mrican – Pringgondani”, Sleman, Yogyakarta

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The objective of this research was to find out the differences in consumers' responses toward cosmetic products' trademark relating to educational level, income level, and kinds of occupation. This research was carried out in the village of “Mrican – Pringgondani”, Sleman, Yogyakarta from March 1st to March 31st 2003.

The population taken in this research was 780 people. The samples were selected by reducing the population up to 78 people by using *purposive sampling* technique. The data collecting technique employed were questionnaire and documentation.

The data analysis technique used was *Chi Square* (χ^2) analysis. The analysis was applied to different bases of classification relating to educational level (Junior High School, Senior High School, and Academic Institution) income level (High, Average, and Low) and kinds of occupation (governmental institution, private institution, business/trade). This analysis was concerning with cosmetic products' trademark as brand identity, as media connecting producers and consumers, as product quality indication/product grade reflection, as users' identity, and as users' personality performance. In this case, the standard being adopted was 5 % signification level ($\alpha = 0,05$).

The result of the research indicated that consumers' responses toward cosmetic products' trademark relating to their educational level, income level, and kinds of occupation did not show any differences. Most of the respondents/consumers expressed positive responses.