

ABSTRACT

FACTORS THAT DRIVES PEOPLE TO BUY SECOND HAND APPAREL IN  
YOGYAKARTA

Case Study At Sanata Dharma University Students Who Bought Second Hand Clothing

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2018

This study is aimed to determine the factors that drives people to buy second hand clothes in Yogyakarta. the study was conducted at the students of Sanata Dharma University. Technique of data collection is using questionnaires. The populations in this study were students who had bought second hand clothes at campus 1 Sanata Dharma University. Samples in this study were as many as 100 respondents. Sampling using Accident Sampling technique. Validity Test using Product Moment Correlation Technique and Reliability Test using Chochran Alpha formula. Data analysis techniques used in this study are 1) percentage analysis to identify respondent's identity, 2) Chocran Q-Test analysis to find out the factors that drives people to buy second hand clothes in Yogyakarta. The resech found that: (1) The majority of the consumers were aged between 18-25 years old; based on occupation, majority are student; based on clothing purchased, majority are shirts and based on the pattern of the clothes, majority are plain. (2) The needs of clothing, income and brand sold had a significant influence to drive people to buy second hand clothes in Yogyakarta.

**ABSTRAK**  
**FAKTOR FAKTOR PENDORONG ORANG MEMBELI PAKAIAN**  
**BEKAS DI YOGYAKARTA**  
Studi Kasus Pada Mahasiswa Universitas Sanata Dharma Konsumen Pakaian

Bekas

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2017

Penelitian ini bertujuan untuk mengetahui pengaruh faktor pendorong orang membeli pakaian bekas di Yogyakarta pada mahasiswa Universitas Sanata Dharma. Teknik pengumpulan data dengan menggunakan kuesioner. Populasi dalam penelitian ini adalah mahasiswa yang pernah membeli pakaian bekas di Universitas Sanata Dharma kampus 1. Sampel dalam penelitian ini adalah sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Accident Sampling*. Uji Validitas menggunakan teknik *korelasi Product Moment* dan Uji Reliabilitas menggunakan *rumus Chochran Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah 1) Analisis presentase untuk mengetahui identitas responden, 2) analisis *Chochran Q-Test* untuk mengetahui faktor-faktor pendorong orang membeli pakaian bekas di Yogyakarta. Hasil analisis presentase diperoleh hasil berdasarkan umur, mayoritas berumur 18-25 tahun, berdasarkan pekerjaan mayoritas mahasiswa, berdasarkan pakaian yang dibeli mayoritas baju/kemeja dan berdasarkan corak mayoritas polos. Hasil dari analisis *Cochran Q-Test* menunjukkan bahwa kebutuhan pakaian, pendapatan uang saku dan merek yang dijual mempunyai pengaruh signifikan terhadap faktor pendorong orang membeli pakaian bekas di Yogyakarta.