

ABSTRAK

**ANALISIS HUBUNGAN ANTARA KARAKTERISTIK RESPONDEN
DENGAN FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN
MENJADI *MEMBER* TUPPERWARE**

Studi Kasus pada *Member* Tupperware di Kota Sragen

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Penelitian ini bertujuan untuk mengetahui hubungan antara karakteristik responden dengan faktor-faktor yang mempengaruhi keputusan menjadi *member* Tupperware di kota Sragen. Populasi dalam penelitian ini adalah para ibu yang menjadi *member* Tupperware, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Convenience Sampling*. Teknik pengumpulan data dengan kuesioner. Analisa data menggunakan teknik tabulasi silang dan uji pearson chi square. Hasil penelitian ini menunjukkan bahwa ada hubungan antara karakteristik responden dengan faktor seperti produk, potongan harga, poin keanggotaan dan bonus yang mempengaruhi keputusan untuk menjadi *member* Tupperware.

Kata kunci: produk, potongan harga, poin keanggotaan dan bonus

ABSTRACT

**ANALYSIS OF RELATIONSHIP BETWEEN CHARACTERISTICS OF
RESPONDENTS WITH THE FACTORS AFFECTING THE DECISION
OF A MEMBER TUPPERWARE**

Case Study on Members Tupperware in Sragen City

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This study aimed to determine the relationship between the characteristics of the respondents to factors that influence the decision to become a member of Tupperware in Sragen. The population in this study were women who become member of Tupperware. 100 respondents were taken under convenience sampling. The data collection technique was questionnaire. Data were analyzed using the statistical technique of cross-tabulation and Pearson chi-square test. The results indicated that there was a relationship between the characteristics of respondents such as product, discount, membership and bonus points that influence the decision to become a member of Tupperware.

Keywords: products, discounts, membership points and bonuses