

ABSTRAK

ANALISIS PERBEDAAN TINGKAT LITERASI EKONOMI DAN PERILAKU KONSUMSI IBU RUMAH TANGGA DITINJAU DARI PEKERJAAN DAN TINGKAT PENDAPATAN
(Kasus Pada Ibu Rumah Tangga di Padukuhan Sambisari, Purwomartani, Kalasan, Sleman, Yogyakarta)

Claudia Armitha Kurnia Putri
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) perbedaan tingkat literasi ekonomi ibu rumah tangga ditinjau dari pekerjaan; (2) perbedaan tingkat literasi ekonomi ibu rumah tangga ditinjau dari tingkat pendapatan; (3) perbedaan perilaku konsumsi ibu rumah tangga ditinjau dari pekerjaan; dan (4) perbedaan perilaku konsumsi ibu rumah tangga ditinjau dari tingkat pendapatan.

Penelitian ini adalah penelitian komparatif. Populasi penelitian mencakup 631 ibu rumah tangga di Padukuhan Sambisari. Sampel penelitian adalah 60 ibu rumah tangga yang diambil dengan teknik *purposive sampling*. Penelitian ini dilaksanakan di Padukuhan Sambisari Purwomartani Kalasan Sleman Yogyakarta pada bulan Maret-April 2020. Teknik pengumpulan data menggunakan tes dan kuesioner. Teknik analisis data menggunakan uji chi kuadrat k sampel independen dan *One Way Anova*.

Hasil analisis data menunjukkan bahwa: (1) tidak ada perbedaan tingkat literasi ekonomi ibu rumah tangga ditinjau dari pekerjaan; (2) tidak ada perbedaan tingkat literasi ekonomi ibu rumah tangga ditinjau dari tingkat pendapatan; (3) tidak ada perbedaan perilaku konsumsi ibu rumah tangga ditinjau dari pekerjaan; dan (4) tidak ada perbedaan perilaku konsumsi ibu rumah tangga ditinjau dari tingkat pendapatan.

Kata kunci: pekerjaan, tingkat pendapatan, tingkat literasi ekonomi, perilaku konsumsi

ABSTRACT

***THE ANALYSIS OF THE DIFFERENCE OF ECONOMIC LITERACY
LEVEL AND CONSUMPTION BEHAVIOR OF THE HOUSEWIFE
BASED ON EMPLOYMENT STATUS AND INCOME LEVEL***

*(The case of The Housewives in Padukuhan Sambisari,
Purwomartani, Kalasan, Sleman, Yogyakarta)*

Claudia Armitha Kurnia Putri
Sanata Dharma University
2021

This study aims to examine and analyze: (1) the difference of economic literacy level among the housewives based on employment status; (2) the difference of economic literacy level among the housewives based on income level; (3) the difference of consumption behavior among the housewives based on employment status; and (4) the difference of consumption behavior among the housewives based on income level.

This research was a comparative study. The research population covered 631 housewives in Padukuhan Sambisari. The research sample were 60 housewives who were taken by purposive sampling technique. This research was conducted in Padukuhan Sambisari Purwomartani Kalasan Sleman Yogyakarta in March- April 2020. The data collection techniques were test and questionnaire. The data analysis techniques were independent sample k chi square test and One Way Anova analysis test.

The results of data analysis show that: (1) there is no difference in the level of economic literacy among the housewives based on employment status (2) there is no difference in the level in economic literacy among the housewives based on the income level; (3) there is no difference in the consumption behavior among the housewives based on employment status; and (4) there is no difference in the consumption behavior among the housewives based on income level.

Keywords: *employment status, income level, economic literacy level, consumption behavior*