

## **ABSTRAK**

### **STUDI KOMPARASI PERILAKU KEGIATAN KONSUMSI SEHARI-HARI ANTARA SISWA SMA NEGERI DAN SMA SWASTA DI KOTA YOGYAKARTA TAHUN 2013**

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2013

Penelitian ini bertujuan untuk mengetahui kontribusi pengetahuan tentang ekonomi, status sosial ekonomi, media massa, dan lingkungan pergaulan terhadap perilaku kegiatan konsumsi sehari-hari siswa SMA Negeri dan SMA Swasta. Penelitian ini bertujuan untuk mengetahui perbedaan perilaku kegiatan konsumsi sehari-hari siswa SMA Negeri dan SMA Swasta.

Penelitian ini adalah penelitian komparatif yang dilaksanakan di SMA Negeri 8 Yogyakarta, SMA Negeri 11 Yogyakarta, SMA Pangudi Luhur Yogyakarta, dan SMA Bopkri 2 Yogyakarta. Populasi dari penelitian berjumlah 940 siswa. Sampel diambil dengan teknik sampel acak atau random, jumlah sampel sebanyak 200 siswa. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Analisis data menggunakan analisis regresi linier berganda dan uji beda rata-rata (chi kuadrat).

Hasil penelitian ini menunjukkan bahwa: (1) pengetahuan tentang ekonomi tidak berkontribusi terhadap perilaku kegiatan konsumsi siswa SMA Negeri (nilai sig.  $0,122 > \alpha = 0,05$ ) sedangkan pengetahuan tentang ekonomi berkontribusi terhadap perilaku kegiatan konsumsi siswa SMA Swasta (nilai sig.  $0,003 < \alpha = 0,05$ ), (2) status sosial ekonomi berkontribusi terhadap perilaku kegiatan konsumsi siswa SMA Negeri dan SMA Swasta (nilai sig.  $0,002 < \alpha = 0,05$  dan  $0,009 < \alpha = 0,05$ ), (3) media massa tidak berkontribusi terhadap perilaku kegiatan konsumsi siswa SMA Negeri (nilai sig.  $0,952 > \alpha = 0,05$ ) sedangkan media massa berkontribusi terhadap perilaku kegiatan konsumsi siswa SMA Swasta (nilai sig.  $0,005 < \alpha = 0,05$ ), (4) lingkungan pergaulan berkontribusi terhadap perilaku kegiatan konsumsi siswa SMA Negeri (nilai sig.  $0,001 < \alpha = 0,05$ ) sedangkan lingkungan pergaulan tidak berkontribusi terhadap perilaku kegiatan konsumsi siswa SMA Swasta (nilai sig.  $0,053 > \alpha = 0,05$ ), (5) pengetahuan tentang ekonomi, status sosial ekonomi, media massa, dan lingkungan pergaulan dapat menjelaskan variabel perilaku kegiatan konsumsi SMA Negeri sebesar 27,7% dan SMA Swasta 31,8%, (6) ada perbedaan perilaku kegiatan konsumsi sehari-hari antara siswa SMA Negeri dan SMA Swasta (nilai Sig.  $0,000 < 0,05$ ).

## ABSTRACT

### A COMPARISON STUDY OF DAILY CONSUMPTION BEHAVIOR BETWEEN STUDENTS OF STATE SENIOR HIGH SCHOOLS AND STUDENT OF PRIVATE SENIOR HIGH SCHOOLS IN YOGYAKARTA 2013

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This study aims to determine: (1) the contribution of understanding about the economics, socio-economic status, mass media, and the social environment of the behavior of the daily consumption of students Private Senior High Schools and students of State Senior High Schools; (2) the differences between the daily consumption behavior of the students of State Senior High Schools and students of Private Senior High Schools.

This research is a comparative study conducted in SMA Negeri 8 Yogyakarta, SMA Negeri 11 Yogyakarta, SMA Pangudi Luhur Yogyakarta, and SMA Bopkri 2 Yogyakarta. The population were 940 students. Samples were taken by random sampling. The total samples were of 200 students. Data that were collected by using a questionnaire had been tested for its validity and reliability. Analysis of data was using multiple linear regression analysis and the average difference test (chi squared).

The results show that: (1) understanding of economics activities do not contribute the behavior of consumption of students of the State Senior High Schools (grades sig.  $0.122 > = 0.05$ ), while the knowledge of the economics contributes daily consumption activities of the students of Private Senior High Schools (grades sig.  $0.003 < = 0.05$ ), (2) socioeconomic status contributes the behavior activities of the students of State Senior High Schools and Private High School students (grades sig.  $0.002 < = 0.05$  and  $0.009 < = 0.05$ ), (3) the mass media doesn't contribute the behavior of the students of State Senior of High Schools (grades sig.  $0.952 > = 0.05$ ), while the mass media contribute consumption behavior of the students of Private High Schools (grades sig.  $0.005 < = 0.05$ ), (4) the social environment contribute behavior of the students of Senior High Schools (grades sig.  $0.001 < = 0.05$ ) whereas the social environment does not contribute the consumption behavior of students of Private Senior High Schools (grades sig.  $0.053 > = 0.05$ ), (5) knowledge of the economic, socioeconomic status, mass media, and the social environment may explain the variable behavior of State High Schools behavior consumption by 27.7 % and 31.8 % for Private Senior High Schools, (6) there are differences in the behavior of daily consumption among the students of State Senior High Schools and students of Private Senior High Schools (grades Sig.  $0.000 < 0.05$ ).