

ABSTRAK

KONTRIBUSI STATUS SOSIAL EKONOMI ORANG TUA, KELOMPOK REFERENSI DAN IKLAN TELEVISI TERHADAP POLA KONSUMSI MAHASISWA PENDIDIKAN EKONOMI DAN PENDIDIKAN AKUNTANSI ANGKATAN 2011/2012

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Penelitian ini bertujuan untuk mengetahui seberapa besar dan signifikan kontribusi status sosial ekonomi orang tua, kelompok referensi dan iklan televisi terhadap pola konsumsi mahasiswa Program Studi Pendidikan Ekonomi dan Pendidikan Akuntansi angkatan 2011 di Universitas Sanata Dharma.

Penelitian ini termasuk dalam jenis penelitian asosiasi sebab akibat. Penelitian ini dilaksanakan di Universitas Sanata Dharma Yogyakarta pada bulan Juni 2012. Populasi dari penelitian ini adalah mahasiswa Program Studi Pendidikan Ekonomi dan Pendidikan Akuntansi angkatan 2011 yang berjumlah 110 mahasiswa. Pengambilan sampel dengan teknik sampel jenuh. Analisis data yang digunakan dalam penelitian adalah analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa : (1) status sosial ekonomi orang tua tidak memberikan kontribusi secara signifikan terhadap pola konsumsi mahasiswa Pendidikan Ekonomi dan Pendidikan Akuntansi angkatan 2011 di Universitas Sanata Dharma karena hanya berkontribusi sebesar 6,37% ($\text{Sig} = 0,775 > 0,05$), (2) kelompok referensi memberikan kontribusi secara signifikan terhadap pola konsumsi mahasiswa sebesar 73,46% ($\text{Sig} = 0,002 < 0,05$) (3) iklan televisi tidak memberikan kontribusi secara signifikan terhadap pola konsumsi mahasiswa Pendidikan Ekonomi dan Pendidikan Akuntansi angkatan 2011 di Universitas Sanata Dharma karena hanya berkontribusi sebesar 20,17% ($\text{Sig} = 0,369 > 0,05$), dan (4) variasi variabel pola konsumsi mahasiswa dijelaskan oleh variabel status sosial ekonomi orang tua, kelompok referensi dan iklan televisi sebesar 9,8%, sedangkan sisanya 90,2% dijelaskan oleh variabel lain diluar model penelitian.

ABSTRACT

THE SOCIAL ECONOMIC STATUS OF PARENTS, REFERENCE GROUP, AND TV ADVERTISEMENT TOWARDS THE CONSUMPTION PATTERN OF THE STUDENTS OF ECONOMICS AND ACCOUNTING EDUCATION DEPARTMENT OF 2011/2012 BATCH

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The purpose of this research is to know how useful and significant the contribution of social economic status of parents, reference group and tv advertisement towards the consumption pattern of the students of economics and accounting education department of 2011 batch.

This research is an asosiative causal research. This research was conducted in Sanata Dharma University in June 2012. The population of this research were 110 university students of Economics Education and Accounting Education. The samples were taken from the whole population. The technique of collecting data was taken by proposing questionnaire. The data analysis technique was regression.

The result of this research shows that : (1) social economic status of parents doesn't give contribution significantly towards consumption pattern of economics education students and accounting education students of 2011 batch because they just give 6,37% contribution (Sig = 0,775 > 0,05), (2) reference group gives contribution significantly towards consumption pattern of economics education students and accounting education students department of 2011 batch because it gives 73,46% contribution (Sig = 0,002 < 0,05) (3) tv advertisement doesn't give contribution significantly towards consumption pattern of economics education students and accounting education students of 2011 batch because it just give 20,17% contribution (Sig = 0,369 > 0,05) (4) social economic status of parents, reference group and tv advertisement simultaneously give contribution 9,8% while the rest given by the others variable that doesn't include in this research model.