

ABSTRAK

**Hubungan Antara Kualitas, Desain dan Harga Jual Terhadap Minat Beli
Produk Kerajinan Gerabah**

Studi Kasus pada Konsumen Kerajinan Gerabah di Desa Jetis Kecamatan
Pundong Bantul Yogyakarta

Rosa de Lima Nindia Reni
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk menganalisis hubungan antara faktor – faktor yang meliputi kualitas, desain dan harga jual terhadap minat beli produk kerajinan gerabah.

Jenis penelitian ini adalah studi kasus dengan populasinya adalah konsumen kerajinan gerabah di Desa Jetis Pundong Bantul dan jumlah sampel sebanyak 100 orang responden. Teknik pengambilan sampel yang digunakan adalah teknik *accidental sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner dan wawancara. Penelitian ini dilakukan pada bulan Maret – Mei 2012. Teknik analisis data untuk menguji hipotesis pertama kedua dan ketiga menggunakan korelasi *product moment* dan hipotesis keempat menggunakan korelasi berganda.

Hasil analisis data menunjukkan bahwa: (1) ada hubungan antara kualitas dengan minat beli produk kerajinan gerabah, (2) ada hubungan antara desain dengan minat beli produk kerajinan gerabah, (3) ada hubungan antara harga beli dengan minat beli produk kerajinan gerabah,(4) ada hubungan simultan antara kualitas, desain dan harga pokok produk dengan minat beli produk kerajinan gerabah

ABSTRACT

**THE RELATIONSHIP BETWEEN QUALITY, DESIGN AND PRICE OF
PRODUCT TOWARDS INTEREST BUY GERABAH HANDICRAFTS**

A Case Study on Consumers of Gerabah Handicrafts at Jetis Village Pundong
Bantul Yogyakarta

Rosa de Lima Nindia Reni
Sanata Dharma University
2013

The goals of this research are to analyse the relationship between factors that include quality, design and price of product towards the interest to buy gerabah handicraft.

This research is a case study. The population are 100 consumers of gerabah handicraft in pottery village Pundong Jetis Bantul. The technique of taking samples was accidental sampling. Data collection techniques were questionnaires and interviews. The research was conducted in March-May 2012. Data analysis techniques to test the first, second and third by hypothesa product moment correlation and the fourth hypotheses analyzed multiple correlation.

The results show that: (1) there is a significant correlation between the quality and the interest of buying pottery products, (2) there is a significant relationship between the design and the interest of buying pottery products, (3) there is a significant correlation between the product price and the interest of buying pottery products, (4) there is a simultaneous relationship between quality, design and price of the product and the interest of buying pottery products.