

ABSTRAK

MINAT KONSUMEN MEMBELI PRODUK SEPATU NEW BALANCE

Studi Kasus Pada Mahasiswa/ Mahasiswi Kampus 1 Mrican Universitas Sanata

Dharma Yogyakarta

Yovinus

Universitas Sanata Dharma

Yogyakarta 2015

Penelitian ini bertujuan untuk mengetahui seberapa besar minat mahasiswa/mahasiswi Universitas Sanata Dharma Yogyakarta membeli produk sepatu New Balance. Penelitian ini dilakukan pada bulan Mei 2014 di Universitas Sanata Dharma kampus 1 Mrican. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Populasi dalam penelitian ini adalah semua mahasiswa/ mahasiswi kampus 1 mrican Universitas Sanata Dharma yang tau tentang sepatu New Balance namun belum pernah membeli sepatu merek New Balance. Sampel yang di ambil sebanyak 100 responden. Teknik pengumpulan sampel menggunakan teknik sampling aksidental. Teknik pengujian instrument menggunakan uji Validitas dan uji Reliabilitas. Teknik analisis data menggunakan analisis deskriptif dan analisis deskripsi analisis minat. Dari hasil analisis statistik deskriptif di ketahui 47% dinyatakan tidak berminat dan 40% dinyatakan berminat. Dari seluruh pengkategorian indikator minat di ketahui skor rata –rata sebesar 2,476 berdasarkan skala interval minat mahasiswa/ mahasiswi Universitas Sanata Dharna kampus 1 mrican dikategorikan tidak berminat terhadap produk sepatu New Balance

ABSTRACT

CONSUMER INTEREST BUY SHOES NEW BALANCE

A Case Study at Student Campus 1 Mrican Sanata Dharma University in
Yogyakarta

Yovinus
Sanata Dharma university
Yogyakarta 2015

The research attempts to learn how much interest student in Sanata Dharma university Yogyakarta to buy New Balance shoes produc. This research was conducted on may 2014 at Sanata Dharma University campus 1 Mrican. Data collection is done by distributing questionnaires to the respondents, Population in this research was all student campus 1 Mrican Sanata Dharma knows about New Balance shoes but never buy shoes New Balance brand. Samples taken as many as 100 respondents. The sampling technique using accidental sampling technique. Instrument testing techniques using test validity and reliability tests. Data were analyzed using descriptive analysis and description of the analysis of interest. Descriptive statistical analysis of the results in the know 47% expressed no interest and 40% expressed interest. From all categorizing indicators of interest to know -rata average score of 2,476 based on an interval scale interest student campus of the University of Sanata Dharma 1 Mrican categorized as not interested in shoes New