



**ABSTRACT****CONSUMER'S PERCEPTION ON BAKPIA PRODUCT  
PERCEIVED FROM EDUCATIONAL, INCOME, AND  
PROFESIONAL LEVEL POINT OF VIEW**

A Case Study of Bakpia 75 Enterprise Yogyakarta

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The purpose of the research is to know whether there is different perception of consumers towards the products of Bakpia 75 Yogyakarta perceived from (1) educational level; (2) income level and (3) the level of consumer's profession.

This research done in Bakpia 75 Yogyakarta from May to June 2007. The respondents of this research were 350. The samples taken by applying *Purposive Sampling Technique*. The techniques of data collection were observation and questionnaire. The techniques of data analysis was *Chi-square, Non Parametric Statistics*.

The result of this research shows that there is different perception of consumers towards the products of Bakpia 75 perceived (1) from educational level ( $\theta^2$  count = 12.504 >  $\theta^2$  table = 5.99); (2) income level ( $\theta^2$  count = 51.689 >  $\theta^2$  table = 9.48); and (3) the level of consumer's profession ( $\theta^2$  count = 63.99 >  $\theta^2$  table = 9.48)