

**FEMALE YOUNG ADULT'S PERCEPTIONS OF TWO-PIECE AND
COLOURFUL SWIMSUITS AND THEIR BUYING DECISION**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the *Sarjana*
Sastra in the English Study Program**



**ENGLISH STUDY PROGRAM
FACULTY OF LANGUAGE AND ARTS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
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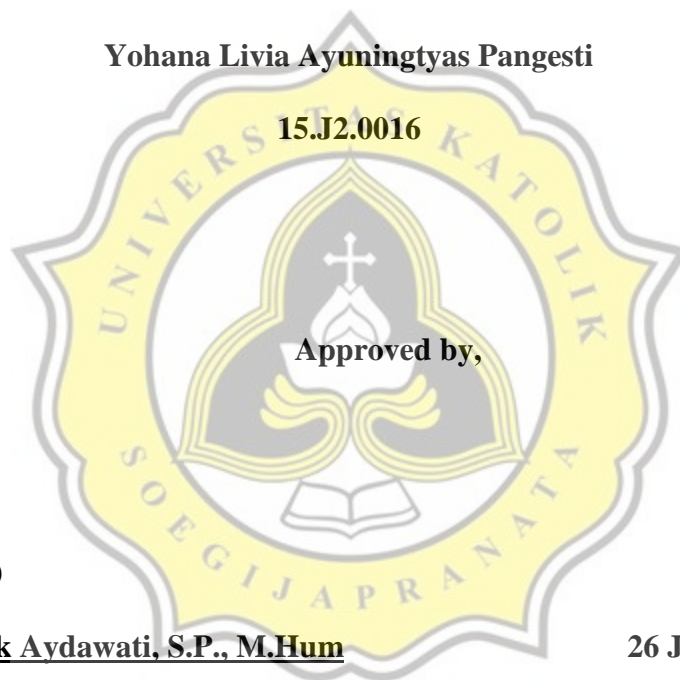
A THESIS APPROVAL

**Female Young Adult's Perception of Two-Piece and Colourful Swimsuits and Their
Buying Decisions**

By:

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15.J2.0016



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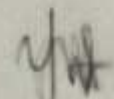
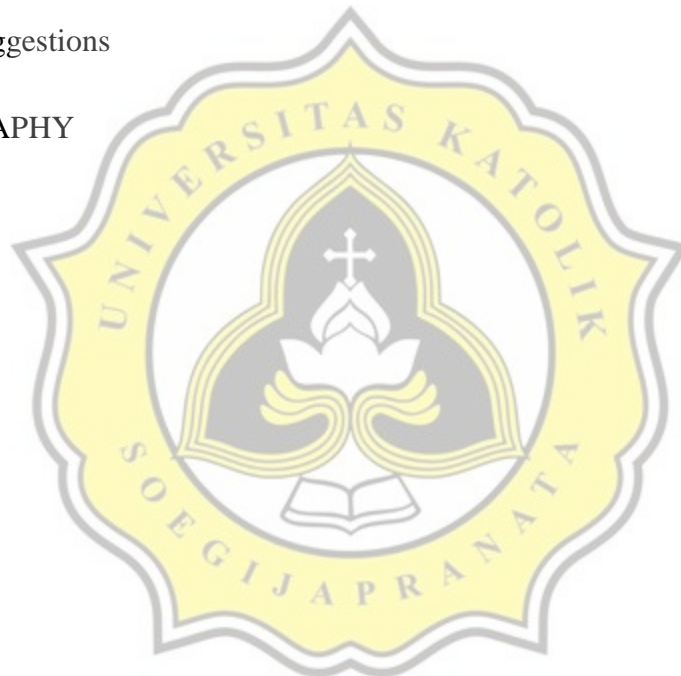

The writer

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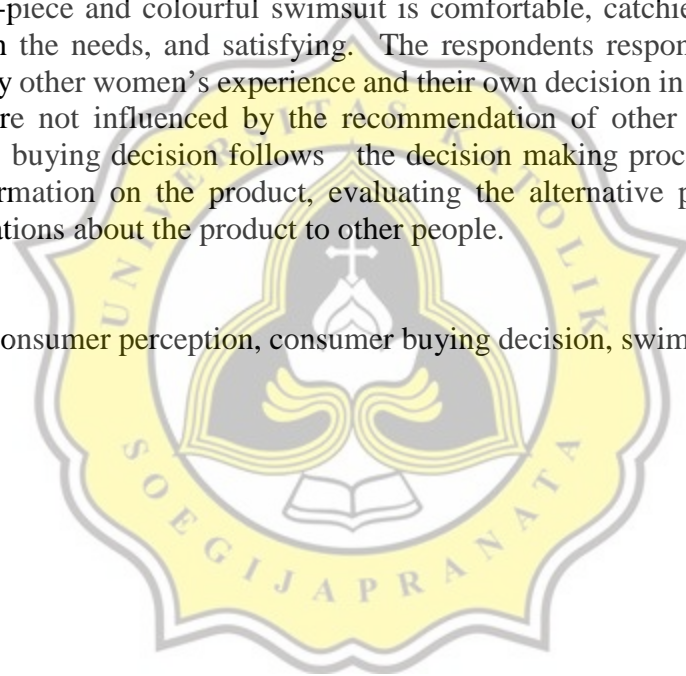
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ABSTRACT

Perception is an opinion or thought of an individual. In business, the consumers' perception about a product is important to decide whether they want to buy the product or not. The objectives of this study are to find out the female's young adult perceptions of two-piece and colorful swimsuits, and their buying decision. The research was a quantitative research with the number of respondents of 63 female young adults. Data were analyzed by and interpreted based on the frequency distribution. The results of the questionnaire show that the respondents' perceptions are positive to the statements that the two-piece and colourful swimsuit is comfortable, catchier and more trendy, suitable with the needs, and satisfying. The respondents responded that they were influenced by other women's experience and their own decision in buying the product, but they were not influenced by the recommendation of other people. Lastly, the respondents' buying decision follows the decision making process, which involves finding information on the product, evaluating the alternative product, and giving recommendations about the product to other people.

Keywords: consumer perception, consumer buying decision, swimsuits



ABSTRAK

Persepsi adalah pendapat atau pemikiran seseorang. Dalam bisnis, persepsi konsumen tentang suatu produk penting untuk memutuskan apakah mereka ingin membeli produk atau tidak. Tujuan dari penelitian ini adalah untuk mengetahui persepsi perempuan muda tentang pakaian renang *two-piece* dan berwarna-warni, dan keputusan mereka untuk membeli. Penelitian ini merupakan penelitian kuantitatif dengan jumlah responden 63 orang dewasa muda perempuan. Data dianalisis oleh dan diinterpretasikan berdasarkan distribusi frekuensi. Hasil kuesioner menunjukkan bahwa persepsi responden positif terhadap pernyataan bahwa pakaian renang *two-piece* dan warna-warni nyaman, lebih menarik dan lebih trendi, cocok dengan kebutuhan, dan memuaskan. Responden menanggapi bahwa mereka dipengaruhi oleh pengalaman wanita lain dan keputusan mereka sendiri dalam membeli produk, tetapi mereka tidak dipengaruhi oleh rekomendasi orang lain. Terakhir, keputusan pembelian responden mengikuti proses pengambilan keputusan, yaitu mencari informasi tentang produk, mengevaluasi produk alternatif, dan memberikan rekomendasi tentang produk kepada orang lain.

Kata kunci: persepsi konsumen, keputusan pembelian konsumen, pakaian renang

