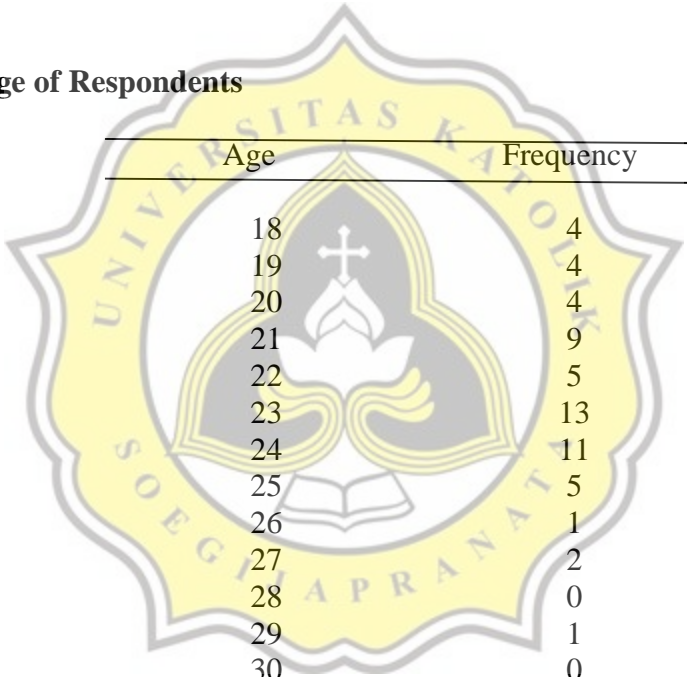


CHAPTER 4
DATA ANALYSIS

There were sixty-three respondents in this research. The details of their personal information can be seen in table 4.1 and table 4.2. The first personal information is on the age of the respondents.

Table 4.1. Age of Respondents



Age	Frequency
18	4
19	4
20	4
21	9
22	5
23	13
24	11
25	5
26	1
27	2
28	0
29	1
30	0
31	0
32	2
33	0
34	0
35	1
Total	63

Although the writer distributed the questionnaire to female young adults with the age range of 18-35, table 4.1 shows that the respondents are mainly from the age range of 18 to 25, which consist of 55 respondents in total, the first half of the age range.

Meanwhile, the second personal information is on the region where the respondents live. There are two regions that the respondents need to choose: The Central Java Region and The Special Region of Yogyakarta.

Table 4.2. Region of the Respondents

Region	Frequency
Central Java	56
Yogyakarta	7
Total	63

Table 4.2 show that most of the respondents are from the region of Central Java.

Details of the frequency distribution can be seen in table 4.3

Table 4.3. Frequency Distribution

Item	SD		D		A		SA		TOTAL		MEAN
	F	%	F	%	F	%	F	%	F	%	
S1	4	6,35	13	20,63	28	44,44	18	28,57	63	100,00	2,95
S2	10	15,87	16	25,40	25	39,68	12	19,05	63	100,00	2,62
S3	7	11,11	10	15,87	28	44,44	18	28,57	63	100,00	2,90
S4	14	22,22	22	34,92	17	26,98	10	15,87	63	100,00	2,37
S5	5	7,94	17	26,98	28	44,44	13	20,63	63	100,00	2,78
S6	2	3,17	6	9,52	23	36,51	32	50,79	63	100,00	3,35
S7	2	3,17	7	11,11	30	47,62	24	38,10	63	100,00	3,21
S8	1	1,59	12	19,05	29	46,03	21	33,33	63	100,00	3,11
S9	4	6,35	7	11,11	29	46,03	23	36,51	63	100,00	3,13
S10	5	7,94	15	23,81	31	49,21	12	19,05	63	100,00	2,79

Each of the statements will be explained with a diagram. “Strongly Disagree” uses blue color, “Disagree” uses orange color, “Agree” uses grey color, and “Strongly Agree” uses yellow color.

4.1. The Respondents’ Perceptions on the two-piece and colorful swimsuit

The perceptions of the respondents on the two-piece and colourful swimsuit are shown in the respondents’ responses on the statements below.

Statement 1

The first statement of the questionnaire is “*Pakaian renang two-piece dan yang berwarna karena nyaman*” (The two-piece and colourful swimsuit is comfortable). The purpose of the first statement is to find out whether respondents think that the two-piece and colourful swimsuit is **comfortable**.

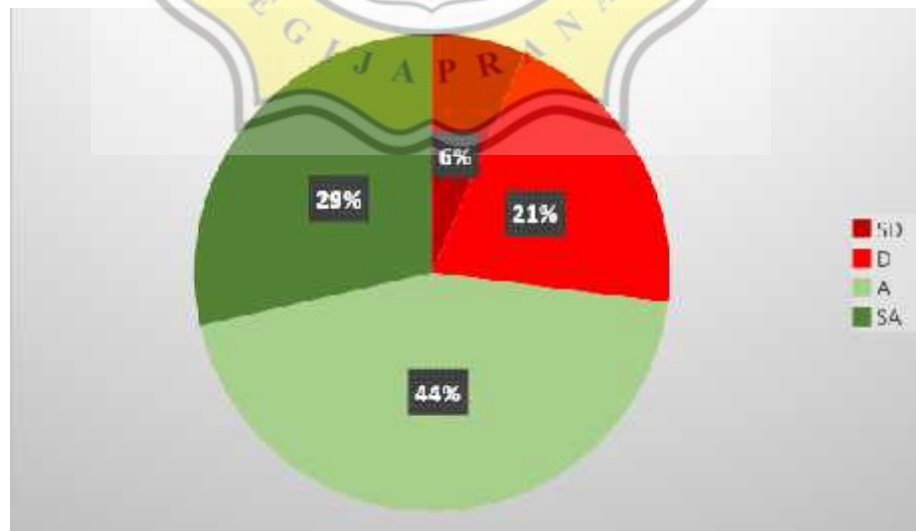


Figure 4.1. The two-piece and colourful swimsuit is comfortable

The result of the questionnaire shows that 28,6% choose “strongly agree”, 44.4% choose “agree”, and 20.6% choose “disagree”, 6.3% of respondents who choose “strongly disagree”. From the result above, the writer finds that the majority of the respondents agree that the two-piece and colourful swimsuit is **comfortable**.

Statement 2

The second statement is “*Pakaian renang two-piece dan yang berwarna terlihat menarik dan trendy dibandingkan model pakaian renang yang lain*” (Two-piece and colourful swimsuits looks catchier and more trendy compared to other models of swimsuits). From this statement, the writer wants to find out whether the respondents think that the two-piece and colourful swimsuit is catchier and more trendy compared to other swimsuit models.

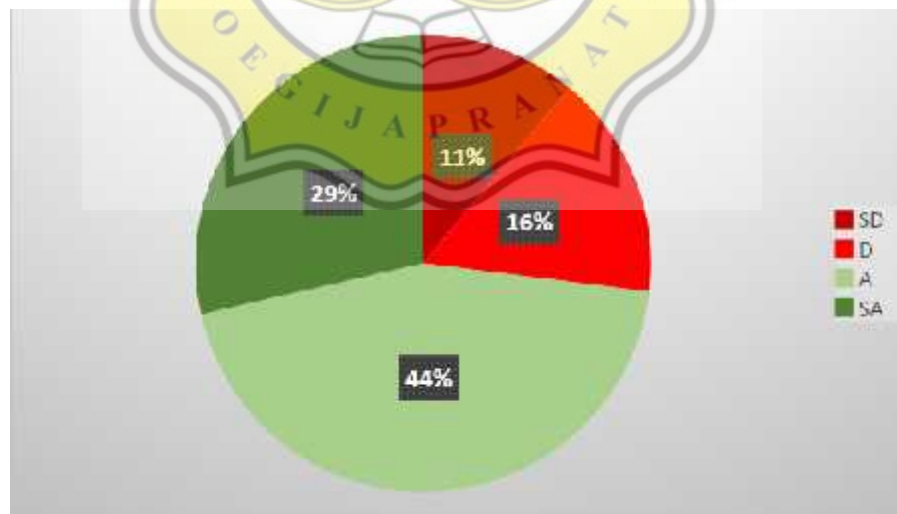


Figure 4.2. Two-piece and colourful swimsuit is catchier and trendier

In response to the second statement, the result of the questionnaire shows that the respondents who choose “strongly agree” are 28.6%, “agree” are 44.4%, “disagree” are 15.9%, and “strongly disagree” are 11.1%. From the result above, the writer can conclude that most of the respondents agree that the two-piece and colourful swimsuit looks catchier and trendier for them.

Statement 3

The next statement is “*Pakaian renang two-piece dan berwarna sesuai dengan kebutuhan*” (The two-piece and colourful swimsuit meets my needs). This statement helps the writer to find out that the two-piece and colourful swimsuit meets the respondents’ needs.

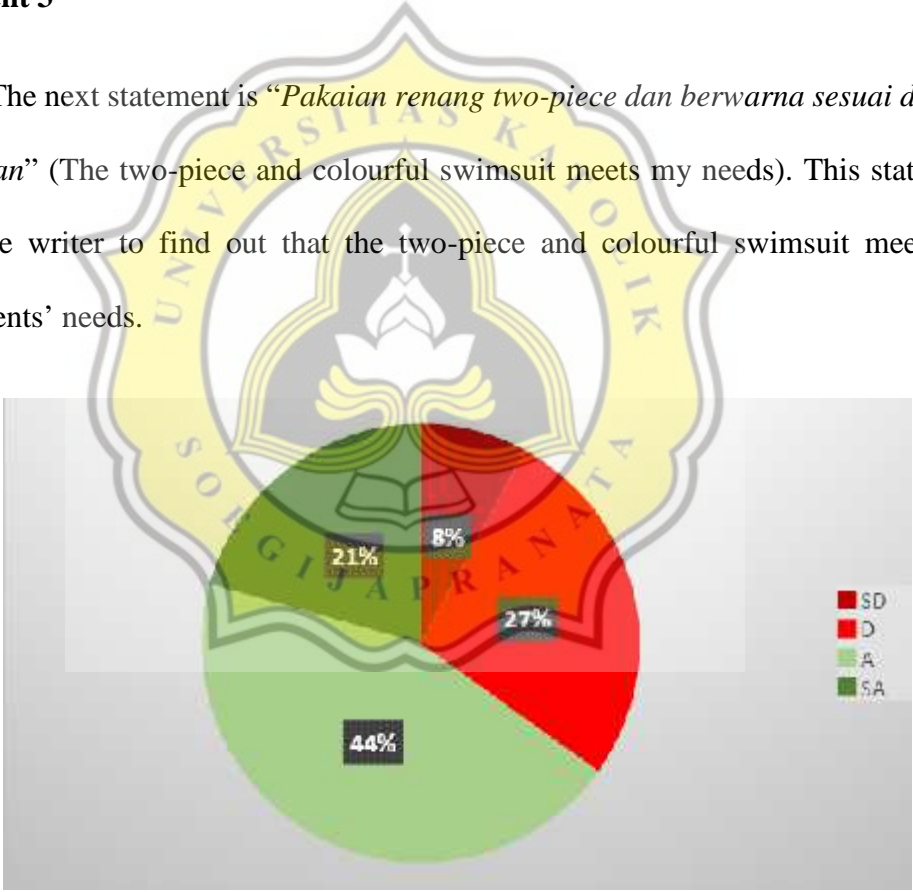


Figure 4.3. The two-piece and colourful swimsuit meets my need

Responding to the statement, there are 20.6% of respondents who choose “strongly agree”, 44.4% choose “agree”, 27% choose “disagree”, and 7.9% choose “strongly disagree”. From the result, the writer can conclude that respondents think that the two-piece and colourful swimsuit suits their needs.

Statement 4

The next statement is “*Pakaian renang two-piece dan berwarna memuaskan*” (I am satisfied after buying a two-piece and colourful swimsuit). The writer makes this statement to know about respondents’ satisfaction after buying a two-piece and colourful swimsuit.

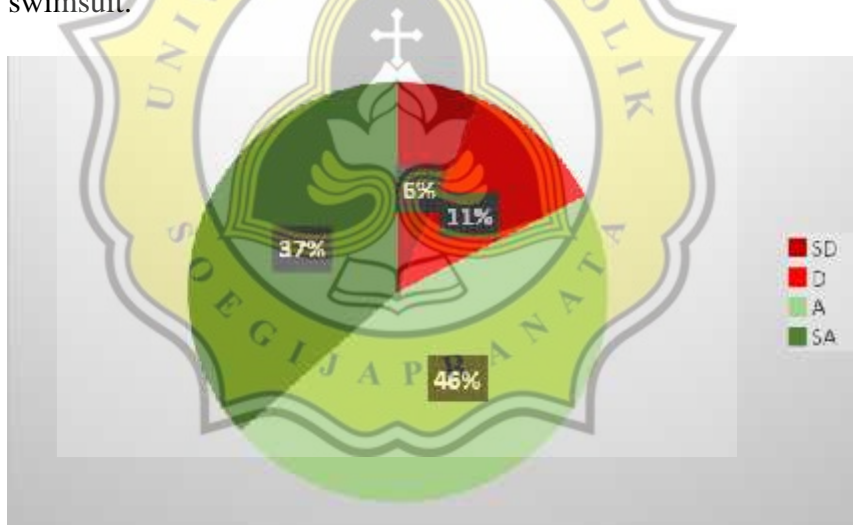


Figure 4.4. The respondents’ satisfaction after buying the product

Figure 4.4. shows that 36.5% of respondents select “strongly agree”, 46% select “agree”, 11.1% select “disagree”, and 6.3% select “strongly disagree”. From the result, the writer can sum up that most of the respondents are satisfied with their purchase decision of a two-piece and colourful swimsuit.

4.2. The Respondents' views on the parties that influence the buying decision

In this subchapter, the writer discusses the respondents' views on the parties that influence the buying decision. The views of the respondents are shown in the responses on the statements below.

Statement 5

The fifth statement is “*Pakaian renang two-piece dan yang berwarna karena rekomendasi dari orang lain*” (I choose two-piece and colourful swimsuits based on other people's recommendations). The writer makes this statement to find out whether other parties' recommendations affect the respondents to choose two-piece and colourful swimsuits.

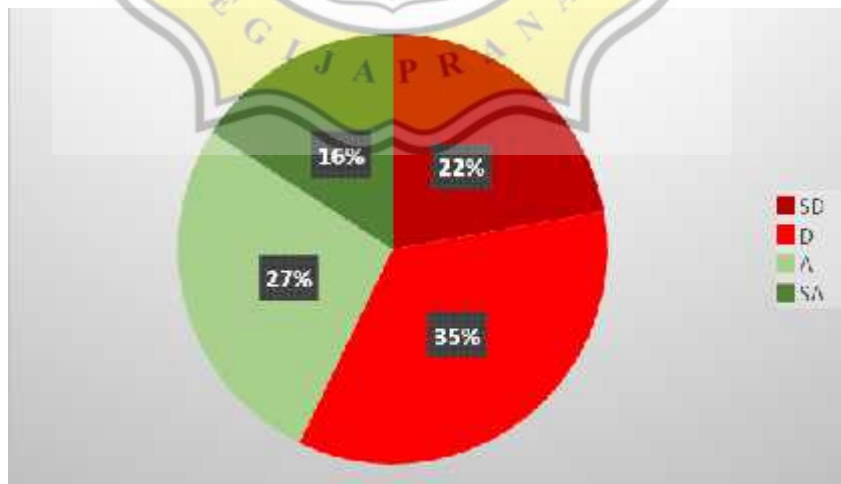


Figure 4.5. The respondents' view of the other parties' recommendation

The result of the questionnaire shows that there are 22% of respondents who vote “strongly disagree”, 35% vote “disagree”, 27% vote “agree”, and 16% vote “strongly agree”. Based on figure 4.5 above, the writer can conclude that the respondents **do not** choose a two-piece and colourful swimsuit based on the other parties’ recommendation.

Statement 6

The sixth statement is “*Saya memilih pakaian renang two-piece dan yang berwarna karena banyak wanita yang memakainya*” (I choose a two-piece and colourful swimsuit because there are many women who wear it). This statement aims to find out whether the respondents choose two-piece and colourful swimsuits because many women wear them.

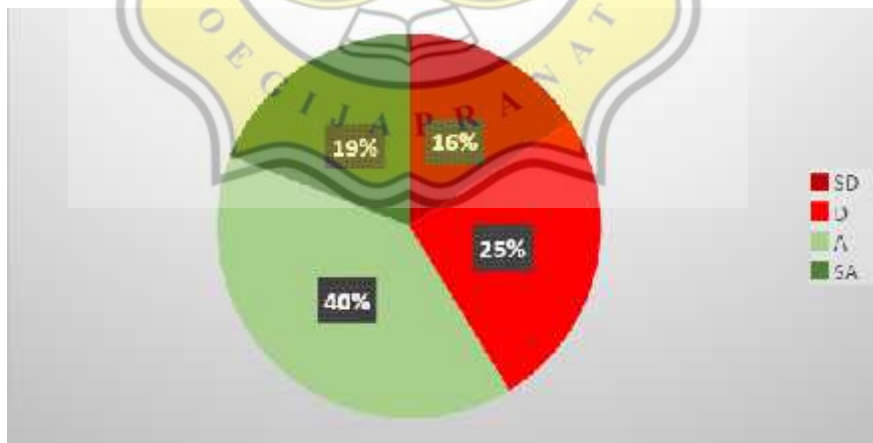


Figure 4.6. The respondents’ view on the influence of other women

In the responses to the statement 6, the result shows that there are 19% of the respondents who choose “strongly agree”, 39.7% choose “agree”, 25.4% choose “disagree”, and 15.9% choose “strongly disagree”. Based on the result above, the writer finds out that most of the respondents agree that they choose two-piece and colourful swimsuits because many women wear them.

Statement 7

The next statement is “*Saya memutuskan sendiri untuk melakukan pembelian pakaian renang two-piece dan berwarna*” (I decide by myself to make a purchase on a two-piece and colourful swimsuit). This statement is made to help the writer to know that respondents make their own decision to purchase a two-piece and colourful swimsuit.

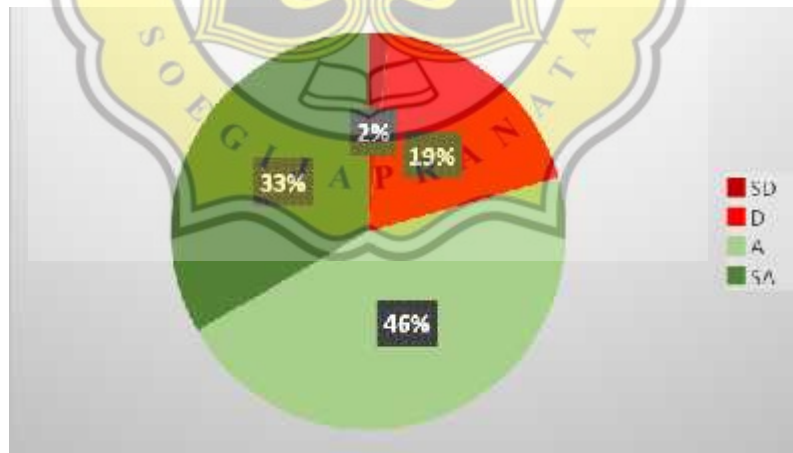


Figure 4.7. The respondents' own decision to buy the two-piece and colourful swimsuit

The result of the questionnaire shows that there are 33.3% of respondents who choose “strongly agree”, 46% choose “agree”, 19% choose “disagree”, and 1.6% choose

“strongly disagree”. The conclusion that can be drawn from the result above is that the self-decisions are made by the respondents when they buy a two-piece and colourful swimsuit.

4.3. The Respondents’ views on the process of buying the two-piece and colourful swimsuit

The discussion in this part is about the respondents’ view on the process of buying the two piece and colourful swimsuit. The results of the questionnaire can be seen in the discussion below.

Statement 8

The eight statement is “*Saya mencari informasi tentang model pakaian renang sebelum membeli pakaian renang two-piece dan berwarna*” (I look for information on swimsuit models before buying a two-piece and colourful swimsuit). This statement aims to find out if the respondents check on many swimsuit models before buying two piece and colourful swimsuit.

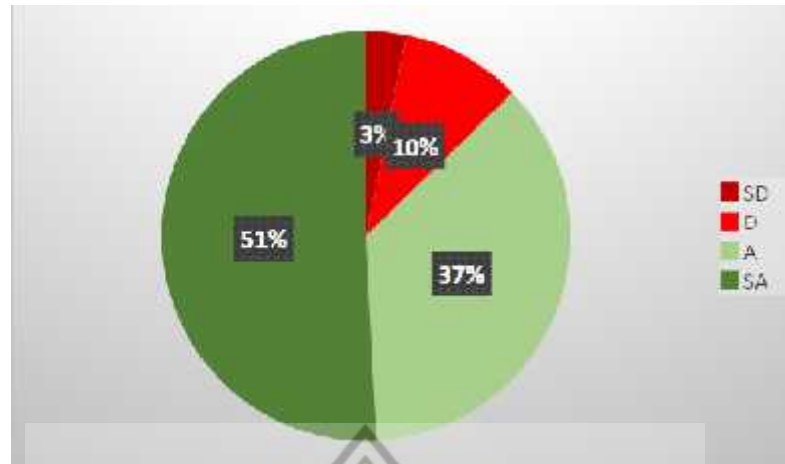


Figure 4.8. The respondents' views on the information about the two-piece and colourful swimsuit

On the statement above, it can be seen that the respondents who vote “strongly agree” are 51%, 36% vote “agree”, 10% vote “disagree”, and 3% vote “strongly disagree”. As a result, the writer can conclude that most of the respondents previously look for information then buy a two-piece and colourful swimsuit.

Statement 9

The ninth statement is “*Saya akan mengevaluasi produk alternatif sebelum membeli pakaian renang two-piece dan berwarna*” (I will evaluate the alternative products before buying a two-piece and colourful swimsuit). This statement is made to know whether the respondents evaluate the alternative products before making a purchase.

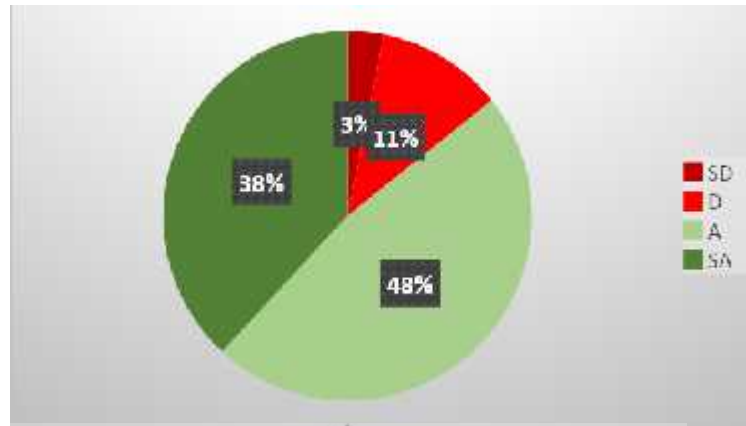


Figure 4.9.

The result of the questionnaire is as follows: 38.1% of respondents choose “strongly agree”, 47.6% choose “agree”, 11.1% choose “disagree”, and 3.2% choose “strongly disagree”. The result shows that the respondents do evaluation of alternative products before deciding to purchase a two-piece and colourful swimsuit.

Statement 10

The last statement is “*Saya akan merekomendasikan kepada orang lain untuk membeli pakaian renang two-piece dan berwarna*” (I will likely recommend others to buy a two-piece and colourful swimsuit). The writer wants to find out if respondents will suggest others to buy a two-piece and colorful swimsuit.

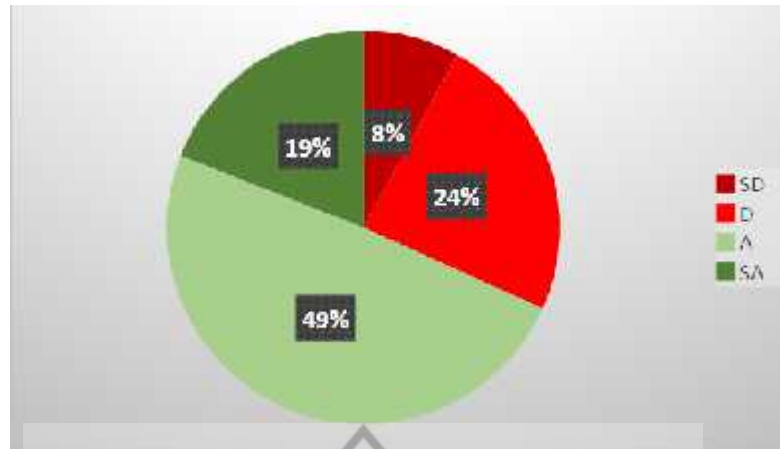


Figure 4.10. The respondents' recommendation for other people

Responding to statement 10, the respondents' answers can be seen in the following explanation. There are 19% of respondents who pick "strongly agree", 49.2% pick "agree", 23.8% pick "disagree", 7.9% pick "strongly disagree". The result indicates that the respondents will suggest others to make a purchase of a two-piece and colourful swimsuit.