

# **SURVEI MOTIF PEMBELIAN PERTAMAX PADA MAHASISWA PSIKOLOGI UNIVERSITAS TEKNOLOGI YOGYAKARTA**

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## **ABSTRAK**

*Penelitian ini untuk mengetahui secara umum mengenai Motif Pembelian Pertamax pada Mahasiswa Psikologi Universitas Teknologi Yogyakarta. Responden dalam penelitian ini adalah 81 mahasiswa psikologi Universitas Teknologi Yogyakarta yang membeli Pertamax. Penelitian ini menggunakan pendekatan psikologi Indigenou. Informasi dikumpulkan dari responden melalui kuesioner atau survei. Hasil penelitian menunjukkan bahwa terdapat motif yang dikategorikan menjadi dua kelompok yaitu motif fungsional yang berarti responden membeli pertamax dengan alasan atas dasar kebermanfaatannya baik terhadap mesin maupun kenyamanan, seperti responden yang menyatakan bahwa menggunakan pertamax dapat merawat mesin, kualitas pertamax lebih bagus, mesin lebih halus, hemat biaya atau irit, mesin menjadi ringan, dan kendaraan jadi nyaman digunakan, serta persentase responden pada motif pembelian secara fungsional sebesar 80,23%. Sedangkan, Motif situasional artinya responden membeli pertamax karena adanya faktor situasi yang cenderung tidak disengaja (given situation), seperti responden yang menyatakan bahwa menggunakan pertamax dikarenakan BBM lain sedang antri atau habis, selain itu juga ada uang lebih untuk membeli pertamax, dan juga dikarenakan pertamax antreannya sedikit, adapun persentase responden pada motif pembelian secara situasional sebesar 19,74%. Ketika dikomparasikan motif fungsional memiliki persentase yang lebih besar daripada motif situasional artinya motif pembelian lebih menekankan pada motif fungsional dari pertamax dibandingkan dengan motif situasional ketika membeli pertamax.*

**Kata kunci :** *Motif Pembelian, Pertamax, Mahasiswa Psikologi Universitas Teknologi Yogyakarta.*

**SURVEY ON MOTIVES OF PURCHASING PERTAMAX  
AMONG PSYCHOLOGY STUDENTS OF  
UNIVERSITY TECHNOLOGY YOGYAKARTA**

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**ABSTRACT**

*This research is to find common motives on purchasing pertamax among Psychology students at University of Technology Yogyakarta. Respondents in this study were 81 psychology student from University of Technology Yogyakarta who bought pertamax. This study uses indigenous psychological approaches. Information was collected from respondents through questionnaires or survey. The results showed that there were motives categorized into two groups, namely functional motives which meant respondents bought pertamax on the basis of the benefits for the machine and comfort. Such respondents stated that pertamax could take care of the engine, pertamax quality was better, the engine was smoother, efficient or economical, the engine becomes light, and the vehicle becomes comfortable to ride. The percentage of respondents with functional motive to purchase is 80,23%. The other motive was situational motive meaning that the respondent buys pertamax because of a given situation. Such respondents stated that using pertamax was because buyers of other fuels are in line or the other types of fuel were out of stock, besides there was also another reason that said they bought pertamax because they had money, and also because there was a rare queue to buy pertamax. The percentage of the respondents with situational motive of buying was 19,74%. When compared, respondents with functional motive had a greater percentage than situational motive. It means that the motives for buying pertamax tend to have more emphasis on functional rather than situational when buying pertamax.*

**Keywords :** *Purchase Motives, Pertamax, Psychology Students of University Technology Yogyakarta*