

ABSTRACT

DIAH TRI LESTARI. Knowledge Consumer Relations With Behavior Therapy Ear Candle Treatment. Skripsi: Department of Family Welfare, Faculty of Engineering, State University of Jakarta, July 2011.

The objective is to determine whether there is a relationship of knowledge of consumers with behavioral treatment of ear candle therapy. The method used in this research is survey method with a correlation technique that links the two variables of consumer knowledge (X) with ear candle treatment of behavior therapy (Y). To gain knowledge of consumer data and the test methods used to obtain behavioral treatments used questionnaire data / questionnaires. Research variable is the independent variable (X) and the dependent variable (Y). the study population was male or female salon visitors who perform maintenance therapy in My Ear Candle Shop, Harry Salon, & Water Salon & Spa. The sampling technique is quota sampling, a sample size of 30 respondents. Research instruments to measure consumer knowledge is a multiple-choice test consisting of 30 questions. Behavioral treatments for ear candle therapy using a questionnaire stating whether yes or no treatment ear candle therapy.

Significant test of the formula formula used chi square tests using SPSS X^2 . Results of X^2 count of the table table Chi Square Test is a test can be judged from the Pearson Chi Square of 8.434. While the results obtained for the X^2 table 3.841