

IDENTIFICATION OF ETHICAL SENSITIVITY OF MARKETINGS TUDENTS

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ABSTRACT

The research aimed to identify the ethical sensitivity level of marketing student. This research is descriptive-quantitative using primary data. Sources of data in the study is a student of Marketing Management D3 UNY. The study used a saturated sample on all students who are still active (3 batches). Data collection techniques are surveys using questionnaires. Data analysis techniques in this study using descriptive statistics and analysis of variance. Based on the result of the research, it can be concluded that thoroughly there is difference of student's ethical sensitivity in semesters 2, 4 and 6 significantly. 6th semester students have better ethical sensitivity than semester 4 and semester 2. Fourth semester students have better ethical sensitivity than semester 2

Kata Kunci: *Ethical sentivity. semester*