

ABSTRACT

The purpose of this study was to describe consumer behavior the user of Tablet PC in Surabaya. This type of research is a descriptive study using 9 elements of consumer behavior that includes: Who is the buyer, What They buy brand, Who Their influence in buying, Why They Buy, Where They buy it, When They Buy, How Often They use, How They know about the product, How They evaluated it after purchase. Number of samples in this research were as many as 150 respondents, and to answer the research problems of data processing methods used are frequency tables, percentage bar chart, pie chart percentages, and cross tabulation.

This study is based on a finding that the number of respondents gender are more men buying and using a Tablet PC than female respondents. Based on the frequency of respondents aged 23-33 years of age are the most by profession a job as an entrepreneur/entrepreneurs and the last educated S1, most buy spending regular monthly >Rp 3,000,000. Apple Ipad 2 is the most popular brand in Tablet PC, the most influence in the purchase to buy are themselves and the reason for buy Tablet PC is because the famous brand. Most respondents Tablet PC bought at the official counter and decided to buy a Tablet PC when they need it. Frequency of use of Tablet PC only at certain times and sources of information about Tablet PC obtained through browsing on the internet. Based on the evaluation of feelings after buying and using a Tablet PC most of the respondents expressed satisfaction because the Tablet PC is in line with expectations. Respondents who answered quite satisfied that the reason Tablet PC is only used as a medium for entertainment only. Respondents who said it was not satisfied after they purchase and use a Tablet PC for reasons that are less complete product specifications and prices Tablet PC are expensive compared to the function/usefulness.

Key Words : Who is the buyer, What brand they buy, Who influence in their buying, Why they buy, Where they buy it, When they buy, How often they use, How they know about the product, How they evaluated it after purchase.

INTISARI

Tujuan penelitian ini adalah untuk mendeskripsikan perilaku konsumen PC Tablet di Surabaya. Jenis penelitian yang digunakan adalah riset deskriptif dengan menggunakan 9 elemen perilaku konsumen yang meliputi : *Who is the buyer, What brand they buy, Who influence in their buying, Why they buy, Where they buy it, When they buy, How often they use, How they know about the product, How they evaluated it after purchase*. Jumlah sampel dalam penelitian ini adalah sebanyak 150 orang responden, dan untuk menjawab masalah penelitian maka metode pengolahan data yang digunakan adalah tabel frekuensi, persentase diagram batang, persentase diagram *pie*, dan tabulasi silang.

Penelitian ini mendapatkan temuan bahwa berdasarkan pada jenis kelamin jumlah responden berjenis kelamin laki-laki lebih banyak membeli dan menggunakan PC Tablet daripada responden perempuan. Berdasarkan frekuensi usia responden dengan usia 23-33 tahun adalah yang terbanyak dengan profesi pekerjaan sebagai wiraswasta/wirausahawan dan berpendidikan terakhir S1, berpengeluaran rutin perbulan > Rp 3.000.000. Merek PC Tablet yang paling digemari adalah PC Tablet merek Apple Ipad 2 dan yang paling mempengaruhi dalam pembelian adalah diri sendiri dengan alasan membeli karena merek yang terkenal. Responden paling banyak membeli PC Tablet di *counter* resmi dan memutuskan untuk membeli PC Tablet pada saat membutuhkan. Frekuensi penggunaan PC Tablet hanya pada saat-saat tertentu saja dan sumber informasi mengenai PC Tablet paling banyak didapat melalui *browsing* di internet. Berdasarkan evaluasi perasaan setelah membeli dan menggunakan PC Tablet sebagian besar responden menyatakan puas karena alasan PC Tablet tersebut sesuai dengan harapan. Responden yang menjawab cukup puas karena alasan PC Tablet tersebut hanya digunakan sebagai media hiburan saja. Responden yang menyatakan tidak puas setelah membeli dan menggunakan PC Tablet karena alasan spesifikasi produk yang kurang lengkap dan harga PC Tablet yang mahal dibandingkan dengan fungsi/kegunaannya.

Kata kunci : *Who is the buyer, What brand they buy, Who influence in their buying, Why they buy, Where they buy it, When they buy, How often they use, How they know about the product, How they evaluated it after purchase*.