

INTISARI

Tujuan penelitian ini adalah untuk mendeskripsikan perilaku konsumen konser musik di Surabaya. Jenis penelitian yang digunakan adalah riset deskriptif dengan menggunakan 9 elemen perilaku konsumen yang meliputi : *Who is the buyer, What they buy, Where they buy, When they buy, Who influences in the buying, Why they buy, How they know about the product, How often they buy, How they evaluate*. Jumlah sampel dalam penelitian ini adalah sebanyak 190 orang responden, dan untuk menjawab masalah penelitian maka metode pengolahan data yang digunakan adalah tabel frekuensi, persentase diagram batang, dan tabulasi silang.

Penelitian ini mendapatkan temuan bahwa berdasarkan pada jenis kelamin jumlah responden berjenis kelamin laki-laki lebih banyak membeli tiket dan menonton konser musik daripada responden perempuan. Berdasarkan usia, responden dengan usia 23-28 tahun adalah yang terbanyak dengan profesi pekerjaan sebagai pegawai dan berpendidikan terakhir SMA, pengeluaran rutin perbulan sebesar kurang dari Rp 700.000. Asal pemain musik yang paling banyak ditonton adalah pemain musik dari dalam negeri, dengan jenis penyelenggaraan festival, menonton format pemain musik ensemble / band dan dengan genre musik rock. Konser musik yang paling banyak ditonton di kota Surabaya dengan membeli tiket melalui *contact person / ticket box*. Konsumen menonton konser musik pada saat musisi favorit mengadakan konser musik karena pengaruh diri sendiri. Alasan konsumen menonton konser musik adalah karena ingin menonton musisi favorit. Sumber informasi yang diperoleh tentang konser musik kebanyakan melalui jejaring sosial. Frekuensi menonton konser kurang dari 4 kali dalam 2 tahun terakhir. Berdasarkan evaluasi, perasaan setelah menonton konser musik didominasi dengan konsumen yang merasakan puas karena alasan penampilan musisi bagus. Konsumen yang merasa biasa saja adalah konsumen yang merasa konsep konser musik nyaris sama, sedangkan konsumen yang merasa tidak puas adalah konsumen yang merasa *sound* jelek.

Kata kunci : *Who is the buyer, What they buy, Where they buy, When they buy, Who influences in the buying, Why they buy, How they know about the product, How often they buy, How they evaluate*.

ABSTRACT

The purpose of this study is to describe the consumer behaviour of music concert in Surabaya. This type of research used is descriptive research using 9 elements of consumer behaviour which includes : Who is the buyer, What they buy, Where they buy, When they buy, Who influences in the buying, Why they buy, How they know about the product, How often they buy, How they evaluate. The number of samples of this study a total of 190 respondents, and to answer the research problem of data processing methods used are frequency tables, bar charts presentation, and cross tabulation.

The research was based on a finding that the gender of respondents male buy more ticket and watch concert than female respondents. Based on age, respondents aged 23-28 years the frequency distribution of age with the greatest number of age 27-31 years were the most by profession a job as a civil and educated senior high school, a routine monthly expenditure of less than Rp 700,000. Origin players the most watched music concert is a music player from within the country, with a kind of festival, watch a ensemble / band music player formats and rock music genre. Music concerts the most watched in the city of Surabaya by buying tickets through a contact person / ticket box. Consumers are watching a concert of music at a concert favorite musicians because of the influence of themselves. The reason consumers watch music concerts is because they want to watch them favorite musicians. Sources of information obtained about the concert music mostly through social network. Frequency of watching the concert is less than 4 times in the last 2 years. Based on the evaluation, the feeling after watching a music concert was dominated by consumers who feel dissatisfied by reason of the appearance of fine musicians. Consumers who feel it is the ordinary consumer who feels almost the same concept of music concerts, while the consumer who is dissatisfied consumers who feel bad sound.

Key Words : Who is the buyer, What they buy, Where they buy, When they buy, Who influences in the buying, Why they buy, How they know about the product, How often they buy, How they evaluate.