

ABSTRACT

The purpose of this research is to know Consumer behavior in Buying a helmet in Surabaya. This research uses 10 elements in consumer behavior which include: What brands they buy, Who is the buyer, Why brand they buy, Who is influence in their buying, Where they buy, When they buy, How they know about the product, How often they buy, How they evaluate it after the purchase, How they dispose after the purchase.

This research use convenience sampling as the technique for taking samples. With the sample of 100 choosen respondent which is randomly picked in accordance with the choosen criteria. The method for data processing in this research is frequency distribution, pie diagram and cross-tabulation.

In this research, male respondent, aging around 17-25 years old, with profession/job as a college student is the most dominant. Half-face helm with plain style is the most popular with the respondent. The respondent also buy helmet when they need it with the frequency of 2 times in the last 1 year. All of the respondent say they're satisfied with their choice and they will keep the helmet.

Keyword: Consumer Behavior and Study Consumer Behavior

INTISARI

Tujuan penelitian ini adalah untuk mengetahui bagaimana Perilaku Konsumen Helm di Surabaya. Jenis penelitian ini menggunakan 10 elemen perilaku konsumen yang meliputi: *What brands they buy, Who is the buyer, Why brand they buy, Who is influence in their buying, Where they buy, When they buy, How they know about the produc, How often they buy, How they evaluate it after the purchase, How they dispose after the purchase.*

Pada penelitian ini menggunakan teknik pengambilan sampel yaitu convenience sampling. dengan jumlah sampel sebanyak 100 orang responden yang dipilih secara acak sesuai dengan kriteria yang telah ditentukan. Metode pengolahan data yang digunakan dalam penelitian ini adalah distribusifrekuensi, diagram pie, dan tabulasi silang.

Pada hasil penelitian ini responden dengan jenis kelamin pria, usia 17-25 tahun, dengan profesi/pekerjaan sebagai mahasiswa yang paling dominan. Jenis helm *Half Face* dengan corak polos paling diminati. Responden membeli helm pada saat membutuhkan dengan frekuensi pembelian sebanyak 2 kali dalam satu tahun terakhir. Semua responden mengatakan puas dan akan menyimpan/mengkoleksi helm tersebut.

Kata kunci: Perilaku Konsumen dan Studi Perilaku Konsumen.