

INTISARI

Penelitian ini bertujuan untuk mempelajari bermacam-macam motif konsumen yang timbul ketika mereka mengonsumsi ice cream di Gelare ice cream di Surabaya.

Motif konsumen yang muncul akan ditinjau dari : *Physiological needs, Safety needs, Love and Belonging needs, Esteem needs, Self-actualization*. Sesuai dengan hirarki kebutuhan oleh Abraham Maslow.

Penelitian ini menggunakan metode wawancara mendalam. Jumlah informan yang terlibat dalam penelitian ini sebanyak 7 orang. Hasil dari penelitian ini menunjukkan bahwa motif konsumen mengonsumsi ice cream di Gelare ice cream Surabaya beragam.

Kata kunci : *hierarchy of needs, human motivation*

ABSTRACT

This research aims to study a variety of consumer motives that arise when they eat ice cream in ice cream Gelare in Surabaya

Consumer motives that arise will be reviewed from: Physiological needs, safety needs, Love and Belonging needs, Esteem needs, Self-actualization. In accordance with the hierarchy of needs by Abraham Maslow.

This study uses in-depth interview method. The number of informants involved in this research as many as 7 people. The results of this study indicate that the motive of consumers eating ice cream in ice cream Gelare Surabaya are diverse.

Keywords : hierarchy of needs, human motivation