

## ABSTRACT

In this era, individual needs are unlimited. Every individual has needs and desires of each. For that as a producer or marketer must always be observant to the needs and desires of consumers who continue to change as changing times. Therefore we need to hold research on consumer behavior. This study aims to determine the picture of consumer behavior of users of products of The Body Shop in Surabaya.

This research uses descriptive study using a sample of visitors, buyers, and users of The Body Shop products in the last three months. The number of samples used in this study is 100. The results of this study was to determine consumer characteristics include anyone Who is the buyer, What they buy, Who is influences in the buying, Why they buy, When they buy, Where they buy, How they know about the product, How often they buy, How they evaluate it after the purchase.

Keyword: Consumer behavior, Who is the buyer, What they buy, Who is influences in the buying, Why they buy, When they buy, Where they buy, How they know about the product, How often they buy, How they evaluate it after the purchase.

## INTISARI

Di jaman sekarang ini kebutuhan setiap individu tidak terbatas. Setiap individu memiliki kebutuhan dan keinginan masing – masing. Untuk itu sebagai seorang produsen maupun pemasar harus selalu jeli terhadap kebutuhan dan keinginan konsumen yang terus berganti seiring dengan perubahan jaman. Oleh karena itu maka perlu diadakan penelitian tentang perilaku konsumen. Penelitian ini bertujuan untuk mengetahui gambaran perilaku konsumen pengguna produk *The Body Shop* di Surabaya.

Penelitian ini menggunakan jenis penelitian deskriptif dengan menggunakan sampel yaitu pengunjung, pembeli, dan pengguna produk *The Body Shop* dalam tiga bulan terakhir. Jumlah sampel yang digunakan dalam penelitian ini adalah 100. Hasil dari penelitian ini adalah mengetahui karakteristik konsumen meliputi siapa yang membeli, apa yang dibeli, siapa yang mempengaruhi, apa alasan membeli, kapan biasanya membeli, dimana biasanya membeli, darimana mengetahui produk, seberapa sering membeli, bagaimana evaluasi setelah menggunakan.

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