

## INTISARI

Penelitian ini bertujuan untuk mengetahui perilaku konsumen peralatan memancing di Surabaya. Perilaku Konsumen ditinjau dari: *what they buy, who is the buyer, who influences in the buying, why they buy, when they buy, where they buy, how they know about product, how often they buy, and how they evaluate after the purchase and how they dispose it.*

Jenis penelitian yang digunakan dalam penelitian ini adalah riset deskriptif. Penelitian ini menggunakan kuesioner. Jumlah responden yang terlibat dalam penelitian ini sebanyak 100 orang. Metode pengolahan data yang digunakan dalam penelitian ini adalah distribusi frekuensi atau table frekuensi, diagram pie dan tabulasi silang.

Berdasarkan penelitian ini peminat peralatan memancing di Surabaya rata-rata adalah usia 41-60 tahun. Kebanyakan peminat peralatan memancing adalah laki-laki. Dilihat dari pengeluaran rutin dalam 1 bulan kebanyakan konsumen peralatan memancing dengan rata-rata pengeluaran s di atas Rp 3.000.000. Berdasarkan penelitian ini merek peralatan memancing yang paling di gemari adalah Shimano. Alasan utama konsumen membeli peralatan memancing dikarenakan harganya murah. Konsumen peralatan memancing rata-rata membeli peralatan memancing pada saat membutuhkan. Hasil dari penelitian ini menunjukkan bahwa perilaku konsumen peralatan memancing di Surabaya beragam

Kata kunci : *consumer behavior, consumer decision making*

## **ABSTRACT**

*This study aimed to determine consumer behavior fishing tools in Surabaya. Consumer behavior in terms of: what they buy, who is the buyer, who influences in the buying, why they buy, when they buy, where they buy, how they know about product, how often they buy, and how they evaluate after the purchase and how they dispose it.*

*Types of research used in this research is descriptive research. This study uses a questionnaire. The number of respondents involved in this research as much as 100 people. Data processing method used in this study is the frequency distribution or frequency table, pie charts and cross tabulations.*

*Based on this research, fishing tools enthusiasts in Surabaya is the average adult age 21-40 years earlier. Most fishing tools enthusiasts are men. Viewed from routine expenditure in a month that most consumers fishing tools with an average expenditure of >Rp 3,000,000. Based on this research, fishing tools brand in the most favorite is the Shimano. The main reasons consumers buy fishing tools because the price is cheap. Fishing tools consumers an average of buying fishing tools at the time when they need it. Results from this study indicate that consumer behavior in Surabaya various fishing tools.*

*Keywords : consumer behavior, consumer decision making*