

## INTISARI

Pasar moderen terus mengalami perkembangan yang pesat dilihat dari jumlahnya yang semakin banyak. Meskipun demikian juga masih ditemukan tidak sedikit pasar tradisional yang masih diminati oleh masyarakat. Untuk memberikan gambaran mengenai respon masyarakat terhadap dua pasar tersebut, maka perlu dijelaskan dari perilaku konsumen pada pasar moderen dan pasar tradisional. Tujuan dari penelitian ini adalah untuk menjelaskan perilaku konsumen dalam berbelanja di pasar tradisional dan pasar moderen di Surabaya.

Target populasi yang digunakan adalah responden yang melakukan pembelian di pasar tradisional atau pasar moderen di Surabaya. Dipilihnya responden tersebut dimaksudkan agar informasi atau data yang didapatkan untuk kebutuhan penelitian sesuai dengan kenyataan (obyektif). Populasi yang akan diteliti bersifat tidak teridentifikasi, oleh karena itu peluang dari anggota populasi untuk dipilih menjadi sampel berdasarkan keputusan peneliti. Sampel yang diharapkan dapat mewakili populasi untuk penelitian ini adalah sebanyak 200 responden. Metode pengolahan data yang digunakan dalam penelitian ini adalah: Analisis Deskriptif Frekuensi. Berdasarkan hasil evaluasi keseluruhan dari karakteristik konsumen pasar moderen dan pasar tradisional diidentifikasi bahwa karakteristik konsumen yang mengunjungi kedua pasar tersebut adalah beragam Perilaku pembelian konsumen di pasar moderen dan pasar tradisional juga beragam.

Kata Kunci: Pasar Moderen, Pasar Tradisional, Perilaku Konsumen, *what they buy, who is the buyer, who influences in the buying, why they buy, when they buy, where they buy, how often they buy, dan how they evaluate.*

## ABSTRACT

Modern market make fast growth seen from its amount is which is more and more. Nevertheless also still be found by dozens traditional market [is] which still be enthused by society. To give the picture of concerning responsive society to two the market, hence require to be explained from consumer behavior at modern market and traditional market. Intention of this research is to explain the consumer behavior in shopping at traditional market and modern market in Surabaya.

Population goals used by responder doing purchasing in traditional market or modern market in Surabaya. The selecting of the responder intended by information to or data got for the requirement of research as things have panned out. Population to be checked to have the character of is not identified, therefore opportunity from population member to be selected to to become the sample of pursuant to researcher decision. Sample expected can deputize the population for the research of this is as much 200 respondent. The method data processing used in this research is: descriptive Analysis of frequency. Pursuant to result evaluate the entirety from modern market consumer characteristic of traditional market identified by that consumer characteristic visiting second of the market is immeasurable of behavior of consumer Purchasing in modern market and immeasurable traditional market also.

Key words: Modern market, traditional market, consumer behavior, *what they buy, who is the buyer, who influences in the buying, why they buy, when they buy, where they buy, how often they buy, and how they evaluate.*