

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana perilaku konsumen pembeli dan pengguna All New Honda Jazz di Surabaya. Mengingat pertumbuhan industri otomotif saat ini semakin bertumbuh pesat dan menghadapi persaingan yang kuat dalam memperebutkan pangsa pasar.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode *non probability sampling* dengan jumlah sampel sebanyak 100 responden pembeli dan pengguna All New Honda Jazz. Teknik pengambilan sampling yang digunakan adalah *convenience sampling*.

Temuan dari penelitian ini mendeskripsikan pembeli dan pengguna All New Honda Jazz di Surabaya berdasarkan *what brand they buy, who is the buyer, who is the influence in the purchasing of this product, why they buy, when they buy, where they buy, how they know about the product, what they feel after using*.

Keyword: perilaku konsumen

ABSTRACT

This study aims to knowing consumer behavior who buy and use the All New Honda Jazz in Surabaya. To remind the growth of industrial otomotive which contain of competition and strong competitor to face to obtain the market share.

This study is using quantitative approach and for the method is using non probability sampling method consist of 100 sampling who buy and use the All New Honda Jazz. For the technique this study is using convenience sampling technique.

The study found is to describe the All New Honda Jazz buyer and user in Surabaya due to what brand they buy, who is the buyer, who is the influence in the purchasing of this product, why they buy, when they buy, where they buy, how they know about the product, what they feel after using.

Keyword: consumer behavior