

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana perilaku konsumen pembeli dan pengguna Skutik Yamaha Mio di Surabaya. Mengingat pertumbuhan industri skutik saat ini semakin bertumbuh pesat dan menghadapi persaingan yang kuat dalam memperebutkan pangsa pasar.

Penelitian ini menggunakan statistik deskriptif dengan pendekatan kuantitatif, dan menggunakan metode *non probability sampling* dengan jumlah sampel sebanyak 150 responden pembeli dan pengguna skutik Yamaha Mio. Teknik pengambilan sampling yang digunakan adalah *convenience sampling*.

Temuan dari penelitian ini mendeskripsikan pembeli dan pengguna Yamaha Mio 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, statistik deskriptif

ABSTRACT

This study aims to knowing consumer behavior who buy and use the automatic motorcycle Yamaha Mio in Surabaya. To remind the growth of automatic motorcycle industrial which contain of competition and strong competitor to face to obtain the market share.

This study is using descriptive statistics with quantitative approach, and for the method is using non probability sampling method consist of 150 sampling who buy and use the automatic motorcycle Yamaha Mio. For the technique this study is using convenience sampling technique.

The study found is to describe the automatic motorcycle Yamaha Mio 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 behaviour, descriptive statistics