

## INTISARI

Penelitian ini bertujuan untuk mengetahui perilaku konsumen alas kaki CROCS di Surabaya. Perilaku Konsumen ditinjau dari: *who is buyer, what they buy, who is influence in the buying, why they buy, when they buy, where they buy, how they know about the product, how often they buy, how often evaluate after purchase*. Menggunakan crosstabs, hasil dari penelitian ini adalah perilaku konsumen dari alas kaki CROCS di Surabaya beragam.



## **ABSTRACT**

This study aims to determine consumer behavior Crocs footwear in Surabaya. Consumer behavior in terms of: who is buyer, what they buy, who is influence in the buying, why they buy, when they buy, where they buy, how they know about the product, how often they buy, how often Evaluate after purchase. Using crosstabs, the results of this research is the consumer behavior of Crocs footwear in Surabaya diverse

