

INTISARI

Penelitian ini bertujuan untuk mendeskripsikan shopping behavior wisatawan Indonesia di Singapura. Pengolahan data dilakukan secara kuantitatif menggunakan alat bantu software SPSS versi 20. Sampel penelitian dipilih menggunakan teknik *non-probability sampling*. Hasil penelitian ini menunjukkan bahwa rata-rata wisatawan Surabaya telah mengeluarkan uang selama melakukan wisata belanja ke Singapura antara SGD1.000 – SGD4.999. Distro merek terkenal dan distro di dalam lokasi perbelanjaan merupakan tempat-tempat favorit yang dipilih wisatawan Surabaya di Singapura. Beberapa brand yang paling banyak diminati diantaranya adalah: DKNY, Versace, Burberry, Levi's, Ralph Lauren, Chicks, Louis Vuitton, Crocodile dan Prada.

Kata kunci: Wisatawan Surabaya, *Shopping Behavior*, Singapura



ABSTRACT

This study is conducted to describe the shopping behavior of Surabaya tourists in Singapore. The research is using a quantitative data analysis method using SPSS software version 20. Samples were selected using non-probability sampling techniques. The results showed that the average of Surabaya tourist has spent their money during a shopping tour to Singapore between SGD1,000 to SGD4,999. A well-known-branded distro inside and outside the shopping malls are being favorites places to shop for Surabaya tourist in Singapore. Some of the most preferred brands including: DKNY, Versace, Burberry, Levi's, Ralph Lauren, Chicks, Louis Vuitton, Prada and Crocodile.

Keywords: *Surabaya Tourists, Shopping Behavior, Singapore*

