

INTISARI

Tujuan penelitian ini adalah untuk mendeskripsikan perilaku konsumen album musik di Surabaya. Jenis penelitian yang digunakan adalah riset deskriptif dengan menggunakan 9 elemen perilaku konsumen yang meliputi : *Who is the buyer, What they buy, Why they buy, How often they buy, Where they buy, When they buy, How they know about the product, Who influence in their buying, How they evaluate it after the purchase.*

Jumlah sampel dalam penelitian ini adalah sebanyak 150 orang responden, dan untuk menjawab masalah penelitian maka metode pengolahan data yang digunakan adalah analisis deskriptif frekuensi, persentase diagram *bar chart*, dan tabulasi silang.

Penelitian ini mendapatkan temuan bahwa konsumen pembelian album musik berdasarkan genre musik di Surabaya dengan jenis kelamin pria maupun wanita relatif sama, berusia antara 26 sampai 35 tahun, dengan pekerjaan swasta, pendidikan terakhir SMA, mempunyai pengeluaran rutin tiap bulan sebesar Rp 1.440.000 - < Rp 3.600.000. Jenis album musik yang paling sering dibeli konsumen adalah jenis album musik pop. Alasan memilih dan membeli jenis album musik dengan genre musik tersebut karena menurut konsumen lagunya enak didengar. Frekuensi membeli jenis album musik untuk konsumen wanita relatif lebih besar yaitu lebih dari 6x beli dalam setahun sedangkan konsumen pria paling banyak melakukan pembelian 3-4 kali dalam setahun. Tempat pembelian album musik paling banyak dilakukan secara *online* dengan melakukan *download* di situs internet. Saat *browsing* internet adalah waktu yang paling banyak dipilih oleh konsumen dalam melakukan pembelian album musik. Sumber informasi mengenai album musik yang dibeli konsumen yaitu dari media elektronik seperti televisi dan radio. Pihak yang paling mempengaruhi konsumen dalam pembelian album musik adalah teman. Berdasarkan hasil evaluasi setelah melakukan pembelian album musik, dapat diketahui bahwa sebagian besar konsumen merasa senang setelah melakukan pembelian.

Kata kunci : Perilaku konsumen, Riset deskriptif, Album musik.

ABSTRACT

The purpose of this study was to describe the behavior of consumers purchasing music albums by genre in Surabaya. This type of research is descriptive research by using 9 elements of consumer behavior include: Who is the buyer, What they buy, Why they buy, How Often they buy, Where they buy, When they buy, How they know about the product, Who influence in their buying, How they Evaluate it after the purchase.

The number of samples in this study were 150 respondents, and to answer the research problem, the data processing method used is descriptive analysis of frequency, percentage bar chart diagrams, and cross tabulation.

This research obtains the finding that consumers purchase music album based on the genre of music in Surabaya with male and female gender are relatively similar, aged between 26 to 35 years, with private employment, education past high school, has a regular monthly expenditure amounting to Rp 1,440,000 - < Rp 3,600,000. Album kind of music the most frequently purchased consumer is a type of pop music album. Reasons for choosing and buying the type of music albums with the genre because according to consumer catchy song. Frequency of buying the type of music albums to consumers is relatively larger women is more than 6x buy in a year while male consumers make purchases at most 3-4 times a year. Points purchase music albums are mostly done online by downloading on the internet site. While browsing the internet is the time that most preferred by consumers in making purchasing music albums. Sources of information about music albums bought by consumers, namely of electronic media such as television and radio. Parties that most affect consumers in the purchase of music albums are friends. Based on the results of the evaluation after making the purchase of a music album, it is known that most consumers feel good after making a purchase.

Key Words : Consumer behavior, Descriptive research, Music album.