

INTISARI

Penelitian ini bertujuan untuk menggambarkan perilaku konsumen jasa karaoke di Surabaya. Jenis penelitian yang digunakan adalah penelitian deskriptif dengan menggunakan 9 elemen perilaku konsumen yang meliputi *who is the buyer, what brand they buy, where they buy, why they buy it, when they buy it, how they know about the product, who influence in their buying, how often they buy it, and how they evaluate it after the purchase*. Sumber data yang digunakan dalam penelitian ini adalah sumber data primer yang diperoleh dengan cara penyebaran kuesioner. Metode pengolahan data yang dipakai adalah menggunakan tabel frekuensi, presentase diagram batang dan juga tabulasi silang.

Hasil penelitian menunjukkan bahwa konsumen Jasa Karaoke di Surabaya merupakan konsumen dengan kisaran usia 18-22 tahun, berprofesi sebagai pelajar/mahasiswa yang mayoritas berjenis kelamin wanita. Jasa karaoke yang banyak dikunjungi dan digunakan adalah NAV Biliton yang lokasinya terletak di jalan Bangka. Konsumen memilih jasa karaoke atas dasar pengaruh dari teman dan alasan memilih jasa karaoke dikarenakan lokasi yang dekat serta mengunjungi jasa karaoke pada saat ada waktu luang. Konsumen mendapatkan informasi mengenai jasa karaoke dari teman, mengunjungi dan menggunakan jasa karaoke 1 kali dalam sebulan dan konsumen merasa puas terhadap jasa karaoke yang konsumen kunjungi dan gunakan.

Kata kunci : Perilaku Konsumen, *who is the buyer, what brand they buy, where they buy, why they buy it, when they buy it, how they know about the product, who influence in their buying, how often they buy it, and how they evaluate it after the purchase*.

ABSTRACT

The purpose of this study is to describe the consumer behavior of the user of karaoke services in Surabaya. This type of research used is descriptive research using 9 elements of consumer behavior which includes who is the buyer, what brand they buy, where they buy, why they buy it, when they buy it, how they know about the product, who influence in their buying, how often they buy it, and how they evaluate it after the purchase. Source of the data used in this research is the source of primary data obtained by means of dissemination of the questionnaire. Data processing method used is to use the table of frequencies, a percentage of the bar chart and also cross-tabulations.

The results showed that consumer Services Karaoke in Surabaya was the consumers with a range of 18-22 years of age, for example, as students that the majority of women-sex. Karaoke services much visited and used NAV a location is located in Biliton jalan Bangka. Consumers choose karaoke services on the basis of the influence of friends and karaoke services due to reasons choose location nearby and visiting karaoke services at a time when there is spare time. Consumers get information about services from your friends, visiting karaoke and karaoke services use 1 time in a month and the consumer being satisfied to the karaoke service consumers visit and use.

Keywords : *consumer behavior, who is the buyer, what brand they buy, where they buy, why they buy it, when they buy it, how they know about the product, who influence in their buying, how often they buy it, and how they evaluate it after the purchase.*