

INTISARI

Tujuan penelitian ini adalah untuk mendeskripsikan perilaku konsumen pengunjung sarana hiburan Karaoke Keluarga di Surabaya. Mengingat banyaknya sarana hiburan Karaoke Keluarga yang bermunculan di tengah aktivitas masyarakat yang padat dan yang menginginkan hiburan.

Jenis penelitian yang digunakan adalah riset deskriptif dengan menggunakan 9 elemen perilaku konsumen yang meliputi : *Who is the buyer, What they buy, Who is influences in the buying, Why they buy, When they buy, Where they buy, How they know about the product, How often they buy, How they evaluate it after purchase.*

Penelitian ini menggunakan statistik deskriptif dengan pendekatan kuantitatif dan menggunakan metode *non probability* sampling dengan jumlah sampel sebanyak 150 responden yang berkunjung di Karaoke Keluarga dalam enam bulan terakhir dan untuk menjawab masalah penelitian maka metode pengolahan data yang digunakan adalah tabel frekuensi, persentase diagram *pie*, dan tabulasi silang. Teknik pengambilan sampling yang digunakan adalah *convenience sampling*.

Kata kunci : Perilaku Konsumen, *Who is the Buyer*, Karaoke Keluarga.

ABSTRACT

The purpose of this study was to describe consumer behavior the visitors of Family KTV in Surabaya. Considering the number of Family KTV that have sprung up between a very dense community activities who need of entertainment.

This type of research is a describe study using 9 elements of customer behavior that includes: Who is the buyer, What they buy, Who is influences in the buying, Why they buy, When they buy, Where they buy, How they know about the product, How often they buy, How they evaluate it after purchase.

This study was used descriptive statistics with quantitative approach and for the method was used non probability sampling method. Number of samples in this research were as many as 150 respondents who visited Family KTV in the last six months and to answer the research problems of data processing methods used are frequency tables, percentage bar chart, and cross tabulation. For the technique, this study was used convenience sampling technique.

Key Words : Consumer Behavior, Who is the Buyer, Family KTV.