INTISARI

Penelitian ini bertujuan untuk mendeskripsikan perilaku konsumen dalam mencari, membeli, menggunakan, mengevaluasi serta tindakan yang dilakukan setelah membeli dan menggunakan tas bermerek di Surabaya. Perilaku konsumen tersebut mencakup *What brand they buy, Who is the buyer, Why they buy, Who influence in the buying, Where they buy, When they buy, How they know about the brands, How often they buy, How they evaluate after the purchase, How they dispose after the purchase.* Target populasi yang digunakan dalam penelitian ini adalah responden yang pernah membeli dan menggunakan tas bermerek dengan harga ≥Rp 6.000.000,- minimal memiliki 2 buah tas bermerek dalam kurun waktu 2 tahun di Surabaya.

Metode yang digunakan untuk pengolahan data dalam penelitian ini adalah tabel frekuensi, tabel histogram dan tabulasi silang. Hasil penelitian menunjukkan bahwa konsumen pengguna tas bermerek sebagian besar adalah wanita, berprofesi sebagai wiraswasta dengan tingkat pendidikan minimal SMA. Berdasarkan hasil dari tampilan data diketahui bahwa merek tas yang biasa dibeli oleh konsumen di Surabaya adalah *Louis Vuitton* dengan alasan utama karena model dan berkualitas tinggi. Konsumen paling banyak membeli tas bermerek di *Counter* resmi. Dengan frekuensi pembelian kadang-kadang (3-6 kali), sebagian besar konsumen menyatakan puas. Dari evaluasi kepuasan konsumen diketahui ada konsumen yang menyatakan biasa dan ada pula konsumen yang merasa tidak puas setelah membeli dan menggunakan tas bermerek karena merasa tidak ada yang spesial dan sama seperti menggunakan tas biasa.

Kata kunci : *Perilaku Konsumen,* W*hat brand they buy, Who is the buyer, Why they buy.*

ABSTRACT

This study aims to describe the behavior of consumers in finding, buying, using, evaluating, and actions taken after the purchase and use of branded bags in Surabaya. Consumer behavior include *What Brand They buy, Who is the buyer, Why They buy, Who influence in the buying, Where They buy, When They buy, How They know about the brands, How Often They buy, How They evaluate after the purchase , How They dispose after the purchase*. Target population used in this study were respondents who had bought and used branded handbags with price $\geq$ Rp 6,000,000, - at least have 2 pieces of branded bags within a period of 2 years and based in Surabaya.

The method used for processing the data in this study include: frequency tables, histograms and cross tabulation tables. The results showed that users of consumer branded bags are predominantly women, living as an entrepreneur with a minimum education level of high school. Based on the results of the data view that the usual brand of bags purchased by consumers in Surabaya is the Louis Vuitton with the main reason for the high-quality models. Most consumers buy branded bags on the official counter. With a frequency of purchase is sometimes (3-6 times), most consumers said they were satisfied. Evaluation of customer satisfaction there are consumers who claim unusual and some are consumers who are not satisfied after the purchase and use of branded bags because they feel there is nothing special, just like using a regular bag.

Keywords: *Consumer Behavior, What brand they buy, Who is the buyer, Why they buy.*