

INTISARI

Tujuan dalam penelitian ini adalah untuk mendeskripsikan perilaku konsumen di Surabaya dalam membuat keputusan pemilihan TK Nasional Plus dengan menggunakan elemen *what brand they buy, who is the buyer, who influences in the buying, why they buy, how they know about this product, how they evaluate it after purchase*. Target populasi yang digunakan dalam penelitian ini adalah responden yang pernah memilih TK Nasional Plus untuk menyekolahkan anak dalam 1 tahun terakhir. Metode pengolahan data yang digunakan dalam penelitian ini antara lain adalah : tabel frekuensi, tabel persentase diagram batang.

Dari penelitian ini didapatkan hasil bahwa konsumen pemilih TK Nasional Plus terbanyak adalah perempuan dengan tingkat pendidikan minimal SMA, berprofesi sebagai wiraswasta, dengan tingkat pengeluaran yang paling banyak lebih dari Rp.3.000.000,-. Berdasarkan alasan pemilihan TK diketahui sebagian besar responden memilih TK Gloria karena fasilitas yang diberikan sekolah TK Nasional Plus tersebut bagus dan yang paling berpengaruh dalam pemilihan TK Nasional Plus adalah istri/suami pihak dengan alasan utama karena kemampuan berbahasa asing sang buah hati. Dari hasil penelitian ini diketahui bahwa informasi tentang TK Nasional Plus paling banyak diperoleh dari pameran pendidikan dan sebagian besar responden merasa puas karena kemampuan anak berkembang sesuai dengan harapan orang tua serta kemampuan berbahasa asing anak lebih berkembang. Dari alasan evaluasi kepuasan konsumen, diketahui ada beberapa konsumen yang menjawab tidak puas karena biaya yang dikeluarkan tidak sesuai dengan hasil yang didapat. Beberapa konsumen juga menjawab biasa saja dikarenakan konsumen merasa tidak ada perbedaan antara sekolah TK Nasional plus dengan sekolah lainnya.

Kata Kunci : *Perilaku Konsumen, what brand they buy, who is the buyer, who influences in the buying, why they buy, how they know about this product, how they evaluate it after purchase*

ABSTRACT

Purpose of this study was to describe the behavior of consumers in Surabaya in making the selection decision of the National Kindergarten Plus using what elements what brand they buy, who is the buyer, who influences in the buying, why they buy, how they know about this product, how they evaluate it after purchase. Target population used in this study were respondents who ever chose the National Kindergarten Plus to enroll their children in the last 1 year. Data processing method used in this study include: frequency tables, tables percentage bar chart.

This research showed that consumers of the National Kindergarten Plus most voters were women with at least high school education, worked as a self-employed, with the level of spending the most over Rp.3.000.000, -. Based on the reasons for the selection of TK known to most of the respondents chose Gloria kindergarten because kindergarten facilities provided by the National Plus schools are good and the most influential in the selection of the National Kindergarten Plus is a wife / husband and the main reasons for foreign language ability of the heart. From the results of this research note that the information about the National Kindergarten Plus gained the most from educational exhibits and a majority of respondents were satisfied that the ability of children growing up to the expectations of parents and children of foreign language skills are more developed. Evaluation of customer satisfaction reasons, it is known there are some consumers who answered was not satisfied because the costs do not correspond with the results obtained. Some consumers also said ordinary consumers because there was no difference between national kindergarten plus other schools.

Key Word : consumer behavior, what brand they buy, who is the buyer, who influences in the buying, why they buy, how they know about this product, how they evaluate it after purchase