

ABSTRACT

This study aims to knowing consumer behavior who buy and use the game center online in Surabaya. To remind the growth of game center online which contain of competition and strong competitor to face to obtain the market share.

This study is using descriptive statistics with quantitative approach, and for the method is using non probability sampling method consist of 100 sampling who buy and use the game center online. For the technique this study is using convenience sampling technique.

The study found is to describe the game center online buyer and user in Surabaya due to What They Buy, Who Influence In Their Buying, Why They Buy, When they buy, How they know about the product, Where They Buy, How Often They Buy, How They Evaluate It After The Purchase.

Keyword: consumer behaviour, descriptive statistics, game center online.

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana perilaku konsumen pembeli dan pengguna *game center online* di Surabaya. Mengingat pertumbuhan *game center online* saat ini semakin bertumbuh pesat dan menghadapi persaingan yang kuat dalam memperebutkan pangsa pasar.

Penelitian ini menggunakan statistik deskriptif dengan pendekatan kuantitatif, dan menggunakan metode *non probability sampling* dengan jumlah sampel sebanyak 100 responden pembeli dan pengguna *game center online*. Teknik pengambilan sampling yang digunakan adalah *convenience sampling*.

Temuan dari penelitian ini mendeskripsikan pembeli dan pengguna *game center online* di Surabaya berdasarkan *What They Buy, Who Influence In Their Buying, Why They Buy, When they buy, How they know about the product, Where They Buy, How Often They Buy, How They Evaluate It After The Purchase*.

Keyword: perilaku konsumen, statistik deskriptif, *game center online*.