

## INTISARI

Penelitian ini bertujuan untuk mendeskripsikan perilaku konsumen *Sepeda motor matik* di Surabaya. Jenis penelitian yang digunakan adalah riset deskriptif dengan menggunakan 8 elemen perilaku konsumen yang meliputi *who is the buyer, what they buy, who influences in the buying, why they buy, when they buy, where they buy, how they know about product and how they evaluate after the purchase*. Sumber data yang digunakan dalam penelitian ini adalah sumber data primer yang mempunyai karakteristik populasi pendidikan minimal SMA yang pernah membeli dan mengendarai sepeda motor matik baru (bukan bekas) dan menjadi *decision maker* dalam proses membeli sepeda motor matik, berdomisili di Surabaya.

Hasil Penelitian menunjukkan bahwa konsumen Sepeda Motor Matik di Surabaya memperoleh kenyamanan dalam menggunakan sepeda motor matik dan merasakan kehandalan sepeda motor matik, artinya bahwa konsumen merasa puas dalam membeli, menggunakan, dan mengevaluasi sepeda motor matik.

Kata kunci : Perilaku Konsumen, *who is the buyer, what they buy, who influences in the buying, why they buy, when they buy, where they buy, how they know about product and how they evaluate after the purchase*

## **ABSTRACT**

*The purpose of this study is to describe the consumer behaviour of the user of motorcycle in Surabaya. This type of research used is descriptive research using 8 elements of consumer behaviour which includes who is the buyer, what they buy, who influences in the buying, why they buy, when they buy, where they buy, how they know about product and how they evaluate after the purchase. The source used for this study is primary source that has a education population characteristic at least high school who ever bought and use automatic new motorcycle (not use) and be a decision maker in the process of buying automatic a motorcycle, lived in Surabaya.*

*The result of this study show that the consumer of automatic motorcycle gain comfort in using the automatic motorcycle and feel the reliability of automatic motorcycles. It's mean that consumer satisfied by purchase, use, and evaluate automatic motorcycle.*

*Keywords: consumer behaviour , who is the buyer, what they buy, who influences in the buying, why they buy, when they buy, where they buy, how they know about product and how they evaluate after the purchase*