INTISARI

Tujuan penelitian ini adalah untuk mendeskripsikan perilaku konsumen *Ring Back Tone* di Surabaya**.** Jenis penelitian yang digunakan adalah riset deskriptif dengan menggunakan 9 elemen perilaku konsumen yang meliputi : *Who is the buyer , What they buy, Who influence in their buying, Why they buy, Where they buy, When they buy, How often they buy, How they know about the product, How they evaluate it after the purchase.* Jumlah sampel penelitian ini sebanyak 120 responden, dan untuk menjawab masalah penelitian maka metode pengolahan data yang digunakan adalah tabel frekuensi, presentasi diagram batang, dan tabulasi silang.

Penelitian ini mendapatkan temuan bahwa berdasarkan pada jenis kelamin jumlah responden laki-laki dan perempuan dengan proporsi yang sama. Berdasarkan distribusi frekuensi usia dengan jumlah terbanyak usia 27-31 tahun dengan pekerjaan wiraswasta dan berpendidikan terakhir SMA, dan terbanyak dengan pengeluaran per bulan di atas Rp 3 juta. *RBT* yang paling banyak dibeli adalah lagu favorit dan dipengaruhi oleh media dengan alasan suka dengan lagunya. Provider yang banyak digunakan untuk membeli *Ring Back Tone* adalah Telkomsel dan dibeli ketika ingin menggunakan: dengan frekuensi pembelian terbanyak adalah 2x sebulan. Sumber informasi paling banyak adalah iklan televisi. Berdasarkan evaluasi kepuasan setelah membeli *Ring Back Tone* jumlah terbanyak adalah cukup puas. Untuk responden yang menyatakan puas dengan jumlah terbanyak karena penggalan lagu atau suara yang pas, jumlah terbanyak yang menyatakan cukup puas karena penggalan lagu atau suara yang kurang pas, jumlah terbanyak yang menyatakan tidak puas karena suara tidak jernih dan harga tidak sesuai kualitas, dan terbanyak yang menyatakan biasa-biasa saja karena ikut-ikutan tren..

Kata Kunci: W*ho is the buyer, what they buy,who is influences in their buying, why they buy, where they buy, when they buy, how often they buy, how they know about the products,how they evaluate it after the purchase*

ABSTRACT

The purpose of this study is to discribe the consumer behaviour of the user of motorcycle in Surabaya. This type of research used is descriptive research using 9 elements of consumer behaviour which includes : *Who is the buyer , What they buy, Who influence in their buying, Why they buy, Where they buy, When they buy, How often they buy, How they know about the product, How they evaluate it after the purchase.* The number of samples of this study a total of 120 respondents, and to answer the research problem of data processing methods used are frequency tables, bar charts presentation, and cross tabulation.

The research was based on a finding that the gender of respondents male and female with the same proportion. Based on the frequency distribution of age with the greatest number of age 27-31 years with self-employed jobs and the last high school educated, and most by spending per month on top of Rp 3 million. *Ring Back Tone*is the most widely purchased and favorite songs are influenced by the media for reasons like the song. Providers that are widely used to buy *Ring Back Tone*is Telkomsel and purchased when you want to use: with the highest purchasing frequency is twice a month. Source of most information is television advertising. Based on the evaluation of satisfaction after buying a *Ring Back Tone*is quite satisfied the greatest number. For respondents who expressed satisfaction with the highest number since snippets of songs or sounds that fit, the largest number of states is quite satisfied that a fragment of a song or sound that are less fit, the largest number of states are not satisfied because the sound is not clear and the price does not match the quality, and most of declared mediocre because simply following the trend

Key Words : Who is the buyer, what they buy,who is i nfluences in their buying, why they buy, where they buy, when they buy, how often they buy, how they know about the products,how they evaluate it after the purchase