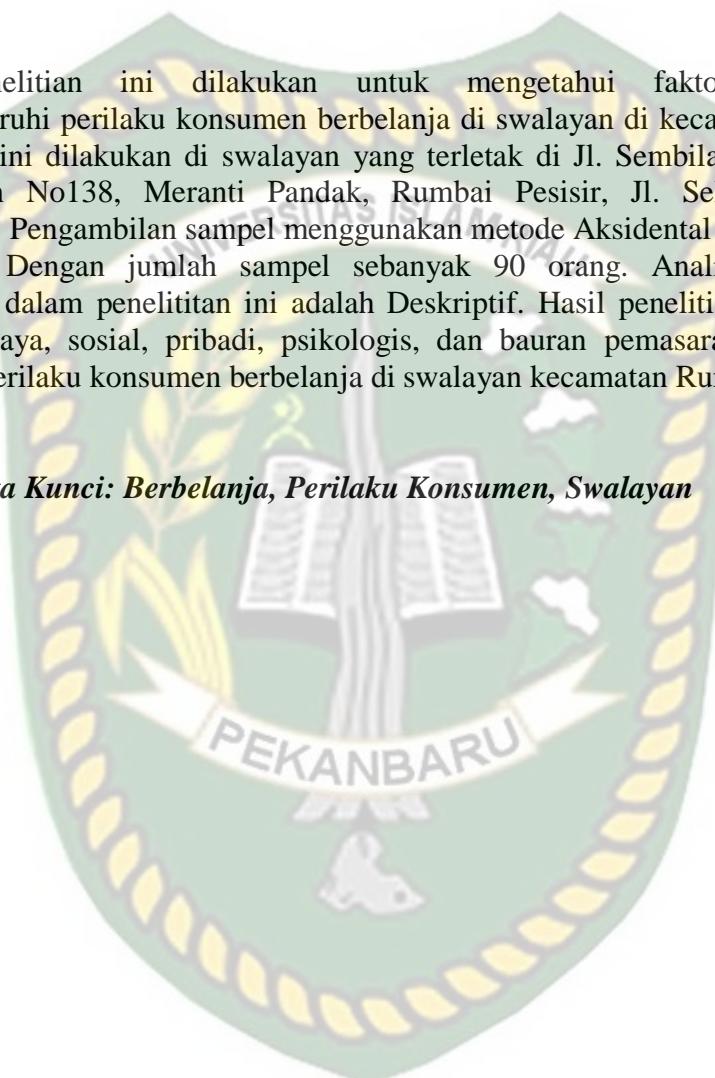


ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PERILAKU KONSUMEN BERBELANJA DI SWALAYAN (STUDI KASUS DI KECAMATAN, RUMBAI)

Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi perilaku konsumen berbelanja di swalayan di kecamatan Rumbai. Penelitian ini dilakukan di swalayan yang terletak di Jl. Sembilang Rumbai, Jl. Khayangan No138, Meranti Pandak, Rumbai Pesisir, Jl. Sekolah, Rumbai Pekanbaru. Pengambilan sampel menggunakan metode Aksidental non probability sampling. Dengan jumlah sampel sebanyak 90 orang. Analisis data yang digunakan dalam penelitian ini adalah Deskriptif. Hasil penelitian menunjukkan faktor budaya, sosial, pribadi, psikologis, dan bauran pemasaran berpengaruh terhadap perilaku konsumen berbelanja di swalayan kecamatan Rumbai.

Kata Kunci: Berbelanja, Perilaku Konsumen, Swalayan



ABSTRACT

*ANALYSIS OF THE FACTORS AFFECTING CONSUMER BEHAVIOR
SHOPPING IN SWALAYAN (CASE STUDY IN KECAMATAN, RUMBAI)*

This research was conducted to determine the factors that influence the behavior of shopping consumers in supermarkets in the Rumbai sub-district. This research was conducted at a supermarket located on Jl. Sembilang Rumbai, Jl. Khayangan No138, Meranti Pandak, Rumbai Pesisir, Jl. School, Pekanbaru Rumbai. Sampling uses accidental non probability sampling method. With a total sample of 90 people. The data analysis used in this research is descriptive. The results of the study show cultural, social, personal, psychological, and marketing mix factors influence the behavior of shopping consumers in the supermarket in Rumbai sub-district.

Keywords: Consumer Behavior, Shopping, Supermarkets

