

Proses pengambilan keputusan konsumen dan non konsumen event float 2 nature = Decision making processes in consumers and non consumers on float 2 nature event / Anggia Dian Indirawati

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Abstrak

[ABSTRAK

Penelitian ini menggali tentang proses pengambilan keputusan pada sejumlah informan yang menjadi konsumen dan non-konsumen di event Float 2 Nature. Peneliti ingin melihat apa saja alasan-alasan sehingga mereka memutuskan untuk menjadi konsumen atau menjadi non-konsumen dalam event tersebut karena produk yang menjadi bahan penelitian termasuk produk high involvement. Penelitian ini menggunakan pendekatan kualitatif. Hasil penelitian ini menunjukkan bahwa terjadi proses-proses pengambilan keputusan dari tahap pemahaman kebutuhan, pencarian informasi, evaluasi alternatif, pengambilan keputusan dan perilaku pasca pembelian. Hasilnya adalah ternyata remaja-dewasa cukup bertanggung jawab dengan perannya. Remaja-dewasa tersebut memahami kewajibannya sebagai mahasiswa, sebagai karyawan. Remaja-dewasa memahami kebutuhan primer dan sekunder mereka. Dapat dilihat bahwa yang menjadi konsumen pada event tersebut adalah informan yang sudah „matang‟ dan bekerja lebih dari tiga tahun. Dan yang tidak menjadi konsumen adalah remaja-dewasa yang baru memasuki dunia kerja, dan belum terlalu „matang‟ dari segi usia.

ABSTRACT

This research dig on the decision-making process on a number of informants who become consumers and non-consumers in the event Float 2 Nature. Researchers want to see any reasons that they decided to become a consumer or non-consumer be in the event because the products are a subject of research including high involvement product. This study used a qualitative approach. These results indicate that there is a process of decision-making stage of understanding the needs, information search, evaluation of alternatives, decision-making and postpurchase behavior. The result turned out that adolescent are responsible enough with his role. Those adolescent understands its an obligations as a student and as an employee. Those adolescent understand the needs of their primary and secondary. It can be seen that the consumer in the event was the informant who already 'mature' and work more than three years. Beyond that is those are just entering the world of work , and not too 'mature' in terms of age, This research dig on the decision-making process on a number of informants who become consumers and non-consumers in the event Float 2 Nature. Researchers want to see any reasons that they decided to become a consumer or non-consumer

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