

ABSTRAK

RELATIONSHIP BETWEEN CONSUMER BEHAVIOR WITH THE INTEREST IN BUYING PRODUCT IN WARDAH BEAUTY HOUSE MEDAN

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Basically this study aims to determine the relationship of consumer behavior and interest in buying products in Wardah beauty house Medan. It is assumed that consumer behavior is high then buying interest is increasing or otherwise consumer behavior is low then buying interest decreasing. The research is based on the buying interest scale method composed of aspects in buying interest according to Kinnear and Taylor (in Sukmawati 1994): Interest, Desire, and Confidence. And the scale of consumer behavior based on aspects according to Aker (in Simamora, 2003) states that in consumer behavior there are three aspects which is a meaningful value for consumers namely: Functional aspects, emotional aspects, and Aspects of self-expression value. Both scales use the likert method. Based on data analysis, the following results obtained: there is no significant relationship between consumer behavior with buying interest, where $r_{xy} = 0.088$; $P = 0.00 < 0.05$. This means the better the consumer behavior, the higher the buying interest. The result of this research is in line with Jaka (2011) research about "The influence of consumer behavior on buying interest in self-service of Karanganyar" to get the result there is no relation between consumer behavior with buying interest, whichever influence buying interest are: goods, service, price, And quality of goods.

Keywords: Consumer Behavior, Buying Interest

ABSTRAK

HUBUNGAN ANTARA PERILAKU KONSUMEN DENGAN MINAT MEMBELI PRODUK DI *WARDAH BEAUTY HOUSE* MEDAN

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Pada dasarnya penelitian ini bertujuan untuk mengetahui hubungan perilaku konsumen dan minat membeli produk di *wardah beauty house* Medan. Diasumsikan bahwa perilaku konsumen tinggi maka minat membeli semakin meningkat atau sebaliknya perilaku konsumen rendah maka minat membeli semakin menurun. Penelitian ini disusun berdasarkan metode skala minat membeli yang disusun dari Aspek-aspek dalam minat beli menurut Kinneer dan Taylor (dalam Sukmawati, 1994) :Ketertarikan (*interest*), Keinginan (*desire*), dan Keyakinan (*conviction*). Dan skala perilaku konsumen berdasarkan aspek-aspek menurut Aker (dalam Simamora, 2003) menyatakan bahwa dalam perilaku konsumen ada tiga aspek yang merupakan nilai berarti bagi konsumen yakni: Aspek fungsional, Aspek emosional, dan Aspek nilai ekspresi diri. Kedua skala menggunakan metode likert. Berdasarkan analisis data, maka diperoleh hasil sebagai berikut : tidak ada hubungan yang signifikan antara perilaku konsumen dengan minat membeli, dimana $r_{xy} = 0.088$; $p = 0.00 < 0,05$. Artinya semakin baik perilaku konsumen, maka semakin tinggi minat membeli. Hasil penelitian ini sejalan dengan penelitian Jaka (2011) tentang “Pengaruh perilaku konsumen terhadap minat beli pada swalayan Karanganyar” mendapatkan hasil tidak ada hubungan antara perilaku konsumen dengan minat membeli, adapun yang mempengaruhi minat membeli yaitu : kelengkapan barang, pelayanan, harga, lokasi, dan kualitas barang.

Kata kunci : Perilaku Konsumen, Minat Membeli