

Edisi Revisi

Dr. Ekawati Rahayu Ningsih, SH, MM

PERILAKU KONSUMEN

Pengembangan Konsep dan Praktek
dalam Pemasaran

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Konsep Pemasaran Dan Perilaku Konsumen

DP Hallahan



Konsep Pemasaran Dan Perilaku Konsumen:

PERILAKU KONSUMEN Dr. Sutisna, S.E., M.E., Prof. Dr. Marcellia Susan, 2022-09-30 Perilaku konsumen merupakan aktivitas yang dilakukan oleh konsumen dalam bagaimana memperoleh barang dan jasa menggunakannya dan tidak memakainya lagi sebagai hasil dari pengaruh faktor faktor pribadi dan lingkungan serta kegiatan pemasaran Perilaku konsumen berpusat pada proses keputusan pembelian Proses keputusan pembelian yang kompleks terdiri atas lima langkah yaitu 1 munculnya kebutuhan 2 mencari informasi 3 mengevaluasi berbagai alternatif merek produk 4 memutuskan pembelian dan 5 evaluasi pascapembelian Munculnya kebutuhan bisa didorong oleh kebutuhan dan keinginan yang bersifat biogenis kebutuhan fisik dasar dan psikogenis kebutuhan psikologis Proses pencarian informasi bisa sangat banyak dan memakan waktu karena produk yang akan dibeli memiliki risiko psikologis keuangan dan sosial high involvement product Selain pencarian informasi yang banyak dan lengkap ada juga pembelian yang memerlukan informasi yang cukup banyak ada juga yang hampir tidak memerlukan informasi seperti pembelian convenience goods low involvement product Pada tahap evaluasi alternatif merek konsumen akan menggunakan kriteria sebagai dasar untuk menentukan merek produk apa yang akan dibeli Semakin mahal dan penting produk bagi konsumen semakin banyak kriteria yang dibuat Sebaliknya semakin terjangkau harga produk dan semakin kurang penting produk itu maka akan semakin sedikit kriteria yang dibuat Ketika mengevaluasi merek produk konsumen akan berusaha rasional walaupun pada dasarnya selalu melibatkan aspek emosional Jadi tidak ada konsumen yang benar benar rasional ketika membeli produk Setelah berbagai merek dievaluasi konsumen akan memilih merek yang akan dibeli sekaligus memutuskan akan dibeli di toko offline atau online Pemilihan toko ini juga dipengaruhi oleh banyak variabel seperti citra toko lokasi toko atmosfer toko pelayanan dan lain lain Pemilihan toko juga akan dipengaruhi oleh motif berbelanja baik belanja offline maupun online Tahap terakhir dari proses keputusan pembelian adalah mengevaluasi pascapembelian Konsumen akan menilai apakah pembelian yang dilakukannya bisa memuaskan kebutuhan dan keinginannya atau sebaliknya Proses keputusan pembelian dipengaruhi faktor internal konsumen seperti motivasi persepsi sikap kepribadian nilai dan gaya hidup Semua faktor internal tersebut baik secara parsial maupun secara simultan memengaruhi dalam pengambilan keputusan pembelian Motivasi pembelian berupa pemenuhan harga diri akan menilai bahwa produk yang bisa memuaskan harga dirinya sebagai produk yang baik oleh karena itu akan disukai dan menimbulkan maksud untuk membeli Selain faktor internal konsumen faktor eksternal berupa faktor situasional kelompok rujukan komunikasi antarkelompok keluarga dan budaya memengaruhi keputusan pembelian konsumen Analisis faktor faktor yang memengaruhi proses keputusan pembelian konsumen akan sangat berguna dalam merancang strategi pemasaran Pemasar bisa merancang strategi pemasaran berupa segmentasi penentuan target pasar brand positioning serta merancang program pemasaran berupa produk harga distribusi promosi manajemen pegawai mendesain toko atau tampilan fisik dari produk serta proses dengan terlebih dahulu memahami perilaku konsumen secara komprehensif Pada akhirnya

sebagaimana tujuan umum dari didirikannya sebuah bisnis yaitu menyejahterakan stakeholders akan tercapai dan berkelanjutan

Perilaku Konsumen Rustiyana Rustiyana, Audita Nuvriasari, Renny Risqiani, Loso Judijanto, Dessy Balik, Indra Eka Wardana Toii, 2025-09-18 Buku *Perilaku Konsumen* menyajikan pembahasan komprehensif mengenai bagaimana individu maupun kelompok membuat keputusan dalam memilih membeli menggunakan serta mengevaluasi produk dan jasa yang mereka konsumsi. Disusun dalam enam bagian utama, buku ini memaparkan definisi, tujuan, serta ruang lingkup perilaku konsumen, model dan tipe perilaku, hingga proses pengambilan keputusan yang dipengaruhi motivasi, kebutuhan, faktor psikologis, sosial, budaya, dan perkembangan teknologi. Pembahasan tidak hanya menyoroti aspek teoretis tetapi juga memberikan contoh praktis terkait dinamika perilaku konsumen di pasar B2C, B2B, maupun dalam konteks digital dan online yang semakin pesat. Ditulis dengan bahasa yang jelas dan sistematis, buku ini membantu pembaca memahami faktor internal dan eksternal yang membentuk pola konsumsi, serta bagaimana strategi pemasaran dapat disusun berdasarkan wawasan tersebut. Relevan untuk mahasiswa, akademisi, peneliti, maupun praktisi bisnis, buku ini memberikan pemahaman menyeluruh tentang perilaku konsumen di era modern. Tidak hanya berfungsi sebagai referensi akademik tetapi juga sebagai panduan praktis dalam merancang produk, layanan, dan strategi pemasaran yang efektif, tepat sasaran, serta berorientasi pada kebutuhan konsumen.

MANAJEMEN BISNIS Dr. R. Rudi Alhempy, S.E., M.M., Drs. Amos Lukas, M.A., M.M., Dr. (c) R. Djoko Goenawan, M.Si, Dr. (c) Muhammad Yusuf, M.Si, Prof. Dr. Ismuahdar, S.E., M.M., 2024-08-31 Dengan memanjatkan puji syukur ke hadirat Tuhan Yang Maha Esa akhirnya buku ini dapat diselesaikan. Buku ini hadir sebagai jawaban atas kebutuhan para pelaku bisnis dan akademisi akan panduan praktis dan teoritis yang komprehensif dalam mengelola bisnis di era yang penuh dengan dinamika dan tantangan ini.

Business Ricky W. Griffin, Ronald J. Ebert, 2005-02 This best selling text moves from broad general perspectives to focused coverage of specific business functions. A variety of boxes, vignettes, and quotes work together to draw students dynamically into the real world of contemporary business.

Social Sciences and Interdisciplinary Behavior Ford Lumban Gaol, Fonny Hutagalung, Nailya Bagautdinova, Lenar Safiullin, 2016-09-19 *Social Sciences and Interdisciplinary Behavior* contains papers that were originally presented at the 4th International Congress on Interdisciplinary Behavior and Social Science 2015 ICIBSoS 2015 held 22-23 October 2015 at The Institute of Management Economics and Finance of the Kazan Federal University, Kazan, Russia, and 7-8 November 2015 in Arya Duta Hotel, Jakarta, Indonesia. The contributions deal with various interdisciplinary research topics, particularly in the fields of social sciences, education, economics, and arts. The papers focus especially on such topics as language, cultural studies, economics, behavior studies, political sciences, media, and communication, psychology, and human development.

DIGITAL MARKETING : Teori dan Implementasi Strategi Digital Marketing Fandra Dikhi Januardani, Wuwuh Andayani, Evi Rinawati Simanjuntak, Haris Nurdiansyah, Oktarina Nur Widyanti, Silvia Van Marsally, Neng Susi Susilawati Sugiana, Dian Firdaus, Ridfa Chairani, Vigo Satrio, 2023-11-15 Buku *Digital Marketing Teori dan Implementasi Strategi Digital Marketing* adalah panduan komprehensif

yang membahas inti dari pemasaran digital dalam era modern Dalam buku ini pembaca akan disajikan dengan pemahaman mendalam tentang konsep dasar manajemen pemasaran dan cara mengintegrasikannya dengan teknologi informasi untuk mencapai kesuksesan dalam berbagai aspek bisnis digital dan e commerce Buku ini menguraikan poin poin kunci termasuk strategi pemasaran digital marketing komunikasi pemasaran perilaku konsumen di era digital dan customer relationship management Buku ini mengarahkan pembaca untuk memahami bagaimana teknologi informasi memainkan peran krusial dalam mendukung strategi pemasaran mulai dari pengumpulan data hingga analisis yang cerdas Pembaca akan memahami perkembangan bisnis digital dan e commerce serta bagaimana teknologi telah mengubah cara perusahaan beroperasi dan berinteraksi dengan pelanggan Digital Marketing Teori dan Implementasi adalah panduan yang tak ternilai bagi para profesional pemasaran dan pengusaha yang ingin memahami serta mengimplementasikan strategi pemasaran digital yang efektif dalam lanskap bisnis yang terus berubah Jurnal ekonomi ,1991 *Pengantar Bisnis* Muhammad Ali Fikri,Adhitya Rehandy Christian,2021-09-01 Bisnis merupakan kegiatan usaha yang dilakukan oleh individu organisasi atau perusahaan dengan memanfaatkan dan mengoptimalkan segala sumber daya yang ada agar tujuan bisnis bisa tercapai Buku pengantar bisnis ini menyajikan informasi yang relevan sistematis dan dapat dijadikan sebagai dasar tuntunan untuk menjadi pelaku bisnis sukses pada era kompetitif saat ini Selain itu buku ini juga dapat dijadikan sebagai acuan bagi mahasiswa dan masyarakat umum yang ingin memulai atau sedang menjalankan sebuah bisnis Buku pengantar bisnis ini berisikan pengetahuan tentang konsep dan fungsi bisnis lingkungan bisnis etika bisnis dan tanggung jawab sosial kewirausahaan bisnis baru kepemilikan bisnis mengelola bisnis mengorganisasikan perusahaan bisnis manajemen operasi dan kualitas barang serta jasa manajemen sumber daya manusia dan hubungan ketenagakerjaan manajemen pemasaran dan pelaku konsumen mengelola keuangan bisnis mengembangkan dan menetapkan harga produk teknologi informasi bisnis dan menilai kondisi global Selamat membaca edisi terbaru buku pengantar bisnis *Masyarakat Indonesia* ,2009 **Perilaku komunitas Muslim perkotaan dalam mengonsumsi produk halal** Muchith A. Karim,2013 Consumer behavior of Muslims on halal foods in Indonesia *Strategi dan penerapan teknologi dalam pengembangan ekologi permukiman* ,1995 Human settlements human ecology sanitation tourism collection of articles Marketing Management Sepriano Sepriano,Sandy Gunarso,(Cand) Akhmad Supriyanto,2025-05-09 Buku MARKETING MANAGEMENT memberikan pemahaman komprehensif mengenai prinsip strategi dan praktik manajemen pemasaran yang relevan dengan dinamika bisnis modern Bab pertama membahas definisi manajemen pemasaran proses pemasaran secara menyeluruh dan konsep dasar seperti kebutuhan keinginan permintaan serta nilai yang diberikan kepada pelanggan Selain itu pembaca diajak memahami transformasi dunia pemasaran di era digital termasuk bagaimana teknologi internet dan media sosial mengubah cara perusahaan menjangkau dan berinteraksi dengan konsumen secara lebih cepat personal dan efektif Bab kedua mengulas pentingnya analisis pasar dan perilaku konsumen dengan fokus pada segmentasi penentuan target pasar dan

strategi positioning produk Pemahaman terhadap perilaku konsumen menjadi dasar dalam merancang strategi pemasaran yang tepat Pada bab ketiga pembaca diajak mendalami strategi produk penetapan harga yang kompetitif distribusi yang efisien dan promosi yang menarik Semua elemen ini dirangkum dalam kerangka perencanaan pemasaran yang terstruktur Buku ini menjadi sumber penting bagi mahasiswa akademisi maupun pelaku bisnis yang ingin menguasai pemasaran secara teoritis dan praktis **JEBI**, 2007 **MARKETING MANAGEMENT : Best Strategies and Practices** Made Putri Ariasih, Muhammad Subhan Iswahyudi, Scherly Hansopaheluwakan, Heru Aulia Azman, Cecep Hidayat, Erwin Erwin, Ervina Waty, Nurchayati Nurchayati, Musran Munizu, Salamatul Afiyah, 2023-10-10 Buku Marketing Management Best Strategies and Practices adalah penuntun lengkap untuk memahami dunia pemasaran kontemporer Buku ini dimulai dengan menjelaskan dasar dasar pemasaran merinci peran pemasaran dalam bisnis dan menguraikan perubahan terbaru dalam tren pemasaran Pembaca akan diajak untuk menyelami analisis pasar serta pemahaman yang mendalam tentang perilaku konsumen produk dan layanan serta strategi harga Buku ini juga mengungkapkan pentingnya promosi dan komunikasi pemasaran dalam mencapai target pasar yang tepat Selain itu buku ini menyoroti signifikansi pengukuran kinerja pemasaran membantu pembaca menilai kesuksesan strategi pemasaran mereka Terakhir buku ini mengajak para pembaca untuk merenungkan isu isu etika dan tanggung jawab sosial dalam pemasaran yang semakin penting dalam era di mana konsumen semakin peduli akan nilai nilai dan keberlanjutan Buku ini adalah panduan yang memungkinkan profesional dan mahasiswa memahami mengembangkan dan menerapkan strategi pemasaran yang efektif dalam dunia bisnis yang terus berubah **Ensiklopedi ekonomi, bisnis & manajemen: A-O**, 1992 Encyclopedia of economy business and management **Marwah**, 2011 Issues on women and gender in Indonesia according to Islam **Gamma**, 2002-02 *Pajak dan perilaku menunggak*, 1992 Tax delinquency in Kabupaten Karanganyar and Kabupaten Sukoharjo Jawa Tengah Province case study *Perilaku Konsumen* Dr. Mahjudin, S.E., M.M., 2025-10-02 Mengapa konsumen membeli sebuah produk Apa yang memengaruhi keputusan mereka Bagaimana teknologi nilai hingga strategi pemasaran global membentuk perilaku konsumen masa kini Buku Perilaku Konsumen hadir untuk menjawab pertanyaan pertanyaan penting tersebut Disusun secara sistematis buku ini membahas mulai dari pengertian dasar perilaku konsumen model dan kerangka kerja yang melandasinya hingga faktor psikologis seperti kognisi motivasi dan proses pengambilan keputusan Tidak hanya itu pembaca juga diajak memahami bagaimana teknologi berperan dalam pemasaran modern bagaimana menciptakan nilai dan kepuasan pelanggan yang berujung pada loyalitas serta bagaimana membangun strategi keunggulan kompetitif yang berkelanjutan Pembahasan diperluas dengan isu pemasaran global dan pendekatan relationship marketing yang semakin relevan di era digital Ditulis dengan bahasa yang lugas buku ini cocok digunakan oleh mahasiswa dosen praktisi bisnis maupun siapa saja yang ingin memahami lebih dalam tentang perilaku konsumen dan implikasinya dalam strategi pemasaran **Atma nan Jaya**, 1999

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