

ABSTRAK

Novianawati, **Pengambilan Keputusan Pembelian Produk Busana Anak**. Jakarta, Program Studi Pendidikan Vokasional Desain Fashion, Jurusan Ilmu Kesejahteraan Keluarga, Fakultas Teknik, Universitas Negeri Jakarta, 2019.

Tujuan dari penelitian ini adalah untuk mengetahui kecenderungan dalam melakukan pengambilan keputusan pembelian produk busana anak. Tema ini di ambil karena orang tua khususnya ibu mendominasi dalam pengambilan keputusan pembelian produk busana anak yang di pengaruhi oleh beberapa faktor sehingga anak tampil tidak sesuai usianya. Metode penelitian yang digunakan adalah metode deskriptif kuantitatif dengan teknik survey, yaitu dengan menyebarkan kuesioner kepada 150 responden.

Berdasarkan hasil penelitian, dapat diketahui bahwa responden yang bertindak sebagai konsumen telah memahami proses pengambilan keputusan pembelian produk busana anak. Secara umum responden telah memahami adanya masalah dalam pemenuhan kebutuhan produk busana anak. Hal tersebut berdasarkan data yang diperoleh dengan persentase sebesar 63,52% yang menunjukkan bahwa sebagian besar responden menyadari adanya rangsangan yang mempengaruhi dalam mengambil keputusan pembelian. Pencarian informasi merupakan indikator kedua dalam melakukan keputusan pembelian. Data yang diperoleh dengan persentase sebesar 57,76% dimana responden melakukan pencarian informasi dari berbagai sumber lalu melalui indikator ke tiga yaitu evaluasi alternatif dengan persentase sebesar 77,13% yang menyatakan bahwa setelah mencari informasi responden juga mencari alternatif. Indikator ke empat adalah keputusan pembelian dengan persentase sebesar 82,65%. Dan indikator terakhir adalah perilaku paska-pembelian dengan persentase sebesar 83,48% menyatakan bahwa responden yang puas berbelanja busana anak akan melakukan pembelian ulang dan merekomendasikan kepada orang sekitar. Berdasarkan data diatas dapat disimpulkan bahwa tahapan yang paling dominan adalah tahapan ke-tiga yaitu pengambilan keputusan dengan persentase sebanyak 82,65%.

Kata kunci: pengambilan keputusan, produk busana anak, pencarian informasi, evaluasi alternatif, keputusan pembelian, perilakupaska-pembelian.

ABSTRACT

Novianawati, **Decision Making Purchase of Children's Fashion Products**. Jakarta, Fashion Design Education Studied Program, Faculty of Engineering, Jakarta State University, 2019.

The purpose of this studied was to determine trends in making decisions about buying fashion products for children. This theme was taken because parents, especially mothers, dominated the decision to purchase children's fashion products which were influenced by several factors so that children did not match their age. The researched method used was quantitative descriptive method with surveyed techniques, namely by distributing questionnaires to 150 respondents.

Based on the results of the studied, it could be seen that respondents who acted as consumers had understood the decision process of purchasing fashion products for children. In general, respondents had understood the existence of problems in meeting the needs of children's fashion products. This was based on data obtained with a percentage of 63. 52% which shows that the majority of respondents were aware of the stimuli that influence in making purchasing decisions. Information seeking was the second indicator in making purchasing decisions. Data obtained with a percentage of 57. 76% where respondents searched for information from various sources and then through a third indicator that was an alternative evaluation with a percentage of 77. 13% which states that after searching for information respondents also sought alternatives. The fourth indicator was the purchase decision with a percentage of 82. 65%. And the last indicator was post-purchase behavior with a percentage of 83. 48% stating that respondents who were satisfied shopping for children's clothing will make repeated purchases and recommend to those around. Based on the above data it could be concluded that the most dominant stage was the third stage, namely decision making with a percentage of 82. 65%.

keywords: **decision making, children's fashion products, information searched, alternative evaluations, purchasing decisions, behavior of purchases.**