

ABSTRAK

ANALISIS FAKTOR PERILAKU KONSUMEN PADA PEMBELIAN *DOG FOOD* DI WILAYAH JAKARTA

Skripsi ini bertujuan untuk mengetahui perilaku konsumen pada pembelian *dog food* di wilayah Jakarta. Penelitian diambil dengan menyebarkan kuesioner kepada 333 responden yang dimana hasil dari kuesioner disimpulkan sesuai dengan *Consumer Decision Making Process* yaitu dengan 5 tahapan diantaranya *Problem Recognition, Information Search, Alternative Evaluation and Selection, Purchase, dan Post Purchase.*

Kata kunci : perilaku konsumen, *dog food*.

ABSTRACT

ANALYSIS OF CONSUMER BEHAVIOR FACTORS ON PURCHASING DOG FOOD IN JAKARTA REGION

This thesis aims to determine the behavior of consumers to purchase dog food products in the Jakarta area. The research was taken by distributing questionnaires to 333 respondents where the results of the questionannaire concluded in accordance with the Consumer Decision Making Process with 5 stages including Problem recognition, Information Search, Alternative evauation and Selection, Purchase, and Post Purchase.

Keywords : consumer behavior, dog food.