

ABSTRACT

CONSUMER BEHAVIOR IN BUYING PARROT FISH

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Consumer behavior is decision - making process who required an individual activity for evaluating, earning, using or setting product and service. This research is aim to know consumers behavior in taking process decision buying parrot fish, to learn factors and dominant variable which is considered in taking decision for buying parrot fish at Pancasila market in Tasikmalaya city. The research area is implemented in Pancasila market of Tasikmalaya City. Sampling method used in this research is accidental sampling that is 73 people buyers. The type of data used in this study is primary data and secondary data, with data collection techniques using questionnaires. Data analysis method used is factor analysis. The result of analysis shows that there are four factors that become consumer consideration in buying parrot fish. The four factors are based on the most dominant sequence considered by consumers are product factor (23,189%), place factor (19,288%), price factor (13,543%) and promotion factor (10,328%). The dominant variables considered by consumers in buying tilapia for product factor are variable of measure (factor loading equal to 0,824), place factor is variable of distance (factor loading 0,961), price factor is price variable (factor loading equal to 0,820) and promotion factor is a service variable (factor loading of 0.775).

Key Word: *Parrot Fish, Consumer Behavior, Mix Marketing.*