

**CONSUMERS BEHAVIOUR AT “SIDO MAMPIR PAK MAR” FOOD STALL
IN SERANG VILLAGE, CIKARANG SELATAN DISTRICT, BEKASI
REGENCY**

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ABSTRACT

This research aims to figure out the factors influencing consumers behaviour at “Sido Mampir Pak Mar” Food Stall. Respondents are chosen by accidental sampling technique. The result of this research is consumers perception toward behaviour factors including product, price, and place; described by good street condition, reachabled location, good facilities, service process, life style, cleanliness, and promotion. Consumers behaviour consist of the highest purchase frequency at “Sido Mampir Pak Mar” Food Stall which is 4-7 times per month by direct purchase and eating. According to the analysis of rangksperman perception (product, price, promotion, place, service process, facilities, life style, and cleanliness), they do not have correlation toward consumers behaviour (purchase).

Keywords: consumers perception, consumers behaviour, relation between perception and consumers behaviour