

## **ABSTRACT**

**SUSI NOVARISHA.** Consumer Behavior Analysis of buying Azizah Jenang Salak Purchases In Bantarwaru Village, Madukara Subdistrict, Banjarnegara Regency. Supervised by **Agus Surata** dan **Wulandari Dwi E.R.**

The purpose of this (1) Analyzing consumer attitude on Azizah jenang salak purchasing (2) analyzing consumer behavior on Azizah jenang salak purchasing. Research methodology uses case study method. Respondents were selected by accidental sampling. 50 responden who used Azizah jenang salak were employed as respondents.

Fish bein formula wes used for analyzing attitude and subjective , while intended-behavioral model was used for analyze consumer behafioral.

The analysis result on consumer attitude reveals that they like azizah jenang salak with score 4.05 and have positive value. While behavior consumer behavior reveals good with score 3.247 and positive.

**Keywords:** attitude and consumer behavior .