

Aquarinanda Mandala Putra. Factors taken into consideration in the purchase of consumer bakso, bakso telkom case study "Utomo" Gondokusuman, Yogyakarta. Supervised by Wulandari Dwi E.R. and Nanik Dara Senjawati. The purpose of this research is to (1) Analyze the individual factors that into consideration in selecting attributes of consumer products and non-products on Utomo bakso telkom. (2) Analyze product attributes and non-consumer products into consideration in choosing the Utomo bakso telkom. Research methodology uses case study method. Respondents were selected by accidental sampling. 60 respondents who bought Utomo bakso telkom were employed as respondents. Individual analysis technique used to identify the individual factors into consideration consumers, whereas segmental analysis technique is used to analyze and aggregate products and non-product attributes that consumers into consideration. the results of the identification of individuals revealed that they consider "openly attribute the consideration is satisfaction, service, brand, trust, container, taste, menu, location, amenities, and price. Then it closed its consideration is the satisfaction, service, brand, amenities, beliefs, tastes, menus, container, location, and price. while the results of the analysis of the attributes of the product and non-product test analysis Cochran, stated that of the 10 attributes was only eight attributes are taken into consideration consumers, these attributes are satisfaction, service, brand, trust, menu, facilities, taste, and container and based on the measurement of multi attribute consumer behavior that consumers consider in choosing can be concluded is taste, brand, containers, menu, facilities, services, trust and satisfaction.

Keywords: individual analysis and agregat analisis