

This research aims to analyze consumer behaviour and consumer loyalty to jamu godog at Cafe Herbal Jamu Godog St. Palagan Yogyakarta. This research uses the case study method by submitting a questionnaire to 50 respondents who are consumers of Cafe Herbal Jamu Godog St. Palagan Yogyakarta. The sampling method used in this research was non-probability sampling technique while the type of non-probability sampling used was judgment sampling (sampling considerations). To analyze consumer behavior at Cafe Herbal Jamu Godog St. Palagan Yogyakarta, this research used Fishbein behavioral models which consists of consumer attitude component and consumer subjective norm component. While to analyze the level of consumer loyalty used descriptive analysis. The results of this research shown that consumer behavior in Yogya chicken restaurant was good and the level of consumer loyalty is very high.

Key words : Consumer attitude, Consumer subjective norm, Consumer behavior, and Consumer loyalty.