

ABSTRACT

RANY ARYANI. Analysis of Consumer Decisions in Purchasing Fresh Meats in Traditional Market and Modern Market (case study a purchasing chicken and beef in Kolombo market and Superindo Kaliurang Yogyakarta). Supervised by **ANTI SUPRIHANTI** and **INDAH WIDOWATI**. This research are conducted: to know consumer attitudes of purchasing chicken and beef in traditional market and modern market, to analyze the effect of age, education, job, income, prices, product, comfort, and services to the consumer decisions in purchasing fresh meat in traditional market and modern market. Research method used the survey method and the method of determining the location of the sample using purposive method. Consumer sampling method used accidental sampling techniques. The data used primary data and secondary data. The research took 100 consumers in Kolombo Market and Superindo Kaliurang Yogyakarta. To analysis this research using Regression Logistics. The results of this research show that: The attitude of the consumers in purchasing chicken and beef in traditional market and modern market is good, factors that affect to the consumers in purchasing decision of fresh meat in traditional market are age, job, prices and services., meanwhile, in the modern market education, income and comfort .

Keyword : Fresh meats, Attitude, Consumer decisions.