An Analysis of Martabak's Merchants Satisfaction Toward Consumption of Cheese Loaf 2 K

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The purpose of this study was to identify and analyze satisfaction factors of martabak merchants toward consumption of cheese loaf 2 k. The data were collected from 90 martabak merchants in Bogor, West Java.

Important Performance Analysis and Cross Tabulation Method were used to analyze the data. The results of the study showed that the availability of product and scheme of price were influential on the consumption of the product itself.

The results suggested that Kraft Foods Indonesia have to improve their ways of spreading cheese loaf 2 k deeper, particularly in serving street hawkers outlet. Kraft Foods Indonesia have to improve their ways of spreading cheese loaf 2 k deeper, particularly in serving street hawkers outlet. The availability of product and scheme of price were influential on the consumption of the product itself.

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