SUMMARY

MOCHAMMAD MUKTI ALI. Consumer Decision Modeling in Choosing Fresh Food Product Shopping Location in Sub Urban Bekasi Area. Supervised by UJANG SUMARWAN, SETIADI DJOHAR, and EVA Z. YUSUF.

The purpose of this research was to analyze the factors that influence consumer perception of value in choosing where to shop for fresh product. The development of modern retail and the influence of globalization in developing countries leads to changes in behavior and lifestyle of consumers in choosing where to shop, especially fresh product.

Consumer decisions in choosing where to shop is influenced by environmental factors and internal factors consumers themselves. Consumer behavior in decision-making is very important and useful for managers to learn the retail business in making strategic corporate business appropriate and effective to increase the number of consumers who shops. The data obtained by the survey respondents using a questionnaire method, a face to face interviews were structured with 610 respondents in twenty retails shop, which consists of ten traditional retails and ten modern retails. The selection of the consumer as a sample using systematic random sampling technique with an interval of five. Endogenous variables in this research is the perception of store image, perceived risk and perceived consumer value. Perceived quality, perceived shopping utility and the perception of variation is used as an exogenous variable.

Analysis of structural equation model (SEM) is used to see the effect and the relationship between variables and indicators. The results of the data analysis showed that the five perceptions are perceived quality, perceived shopping utility, perceived variety, store image perception and the perception of risk affects positively and significantly to perceived customer value in choosing where to shop for fresh food product.

The results of this study illustrate that consumers in choosing where to shop for fresh product are influenced by consumer perceptions of the shopping places were chosen, both consumer traditional and modern market. The results of this study can serve as an input for all stakeholders associated with better market management policies of government, private as market manager in an attempt to fix the market management to improve services to meet the desires and expectations of consumers in shopping.

Keywords: Consumer behaviour, Consumer Perceived Value, Systematic Random Sampling, Structural Equation Model