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 night selling in Bogor, West Jawa.

Important Performance Analysis and Cross Tabulation Method were used to analyze the data. The results of the study showed that the availability or distribution product cheese loaf 2 k and the affordability on existing price were having high concern to be noted. Beside that the satisfaction level given to martabak merchants was still low.

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 like martabak merchant and considering present price list. Because the availability of product and scheme of price were influencing consumption of the product itself.