



Abstract

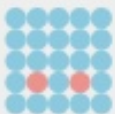
Analysis of Padang foods consumption behavior and its implication to marketing strategy of Padang Restaurants

Nofaldi

The purposes of this study were: to identify characteristics of the Sederhana Padang restaurant customers in supporting accuracy and efficiency of outlet expanding using Geographic Information System; to identify customers consumption pattern, to determine customer distribution; to provide recommendation to the Sederhana Restaurant in new outlet development. Methodology of the study was case study at the Sederhana Restaurant in Jakarta. The Sederhana Restaurant was chosen due to its outlet expansion through out places. Strategy on choosing location for outlet development can be seen from the existing outlets by observing customers behavior and distribution. Data collected can be used as database. Database was analyzed using Geographic Information System to determine customer distribution spatially.

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Institut Perikanan Bogor

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