

ABSTRACT

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THE EFFECTS OF AWARENESS, ACCEPTABILITY, AFFORDABILITY, AND ACCESSIBILITY ON THE HABITUAL ACQUISITION BEHAVIOR OF INDOMIE'S CUSTOMERS IN CARREFOUR RUNGKUT SURABAYA.

(xii + 76 pages + 5 figures + 16 Tables + 4 appendices)

As people getting busier with their activity, people nowadays tend to consuming products that offer less time to consumed. Instant foods have become one of dominant trends in Indonesia. This facts has made a big opportunity for Instant food company like Indomie. Therefore, researcher planned to analyze the factors that affected Habitual Acquisition Behavior for Indomie's products.

One hundred fifty respondents were given a questionnaire using a six-point Likert Scale. Six hypothesis were analyzed using the simple and multipleregression models. The result of this research showed that Awareness, Acceptability, Affordability, and Accessibility are positively affect.

The recommendations was to analyze the things that still can be improved to increasing the products quality in the market's eyesight. So this local products can also compete with foreign products and also be an example for new products that still expanding. Government should support the local products to improve the quality so it can expand the market share overseas.

Keywords : Instant noodles, Indomie, Awareness, Acceptability, Affordability, Accessibility, Habitual Acquisition Behavior, Marketing strategy.

References: 38 (1994 – 2014)