THE ANALYSIS OF CONSUMER BEHAVIOR IN CONSUMING OF BEEF FRESH IN SUBDISTRICT LIMBOTO GORONTALO REGENCY

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ABSTRACT

This study aims to find out the factors that influence the consumer and also to find out the consumer behavior in consuming of fresh beef in Subdistrict Limboto, Gorontalo Regency.
The method of this study was survey method. Data collecting consisted of primary and secondary data. The data were analized by using descriptive analysis to describe the internal factors that influence consumer behavior (age, education, employment, nutrition knowledge, preferences) and external factors (family income, resources, culture). It was also explain consumer behavior, especially about the preferred parts of beef, the reason of consuming the beef, place of purchasing, frequency of consuming and the average consuming of beef. The result indicate that 58% of respondents are in the productive age of 16-40 years, 49% high school education level / equivalent, 56% are housewives, 80% know that beef is a nutritious food, 87% like to eat beef, 49% have income more than Rp 2.000.000, 78.75% get the information from TV / radio and 94% is Gorontalonese. There are 61% of respondents consume beef as a nutritious, 100% of the most preferred part of the beef is has, 79% purchase beef on the market, 47% beef purchasing frequency depends on the will and 84% on average expending in consuming fresh beef is less than Rp. 100.000.

Keywords: consumer behavior, fresh beef