

**PENGAMBILAN KEPUTUSAN PEMBELIAN IKAN LAUT
SEGAR DI HYPERMART JOGJA CITY MALL**
*Decision Making in Purchasing Fresh Sea Fish in Hypermart
Jogja City Mall*

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Abstract

This study aims to discover the customers' characteristics in Hypermart Jogja City Mall, to discover the customers' behavior related to the decision making process in purchasing fresh sea fish in Hypermart Jogja City Mall, and to discover the factors related to the decision making in purchasing fresh sea fish in Hypermart Jogja City Mall. There were 34 respondents who were obtained using accidental sampling technique. The data gathering was conducted using interview based on questionnaire guideline and analyzed descriptively. The result of the study showed that most of customers of fresh sea fish are women, aged 29-34 years old. The respondents are married, have bachelor degree, work as employee and have income of more than 6,000,000 IDR per month. In the decision making process, the customers tended to choose salmon fish as the purchase decision. The factors related to the constomers behavior included culture, social, demography and psychology.

Keywords : *Fresh sea fish, customers, purchase decision, Hypermart Jogja City Mall.*