

ABSTRACT

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FACTORS THAT INFLUENCE INTENTION AND DECISION TO PURCHASE CHICKEN PRODUCT AT A&W RESTAURANT CITO, SURABAYA

(xiii +49 pages; 10 Figures; 20 tables; 1 appendices)

Food and Beverage industry had been growing in a rapid pace at Indonesia. Data stated from Food and Beverage Companies Association of Indonesia (GAPMMIN) shows that the nation growth of food and beverage industry in the last 5 years is quite high. Due to all this growth in Food and Beverage industry, the needs of raw materials such as vegetables, fruits and all kind of meat is also increasing, one of the most important for this industry is chicken meat.

But of course as the population of farm is growing, problems also occurs even more than before, such as selling dead chicken meat, and the danger of bird flu. Due to this issue, government try to prevent and solve the problem by giving some education and sharing information have been done, even though many of it had failed.

This research try to find out how Trust and Risk variable effect on consumer's intention and decision to purchase chicken meat at A&W Cito, Surabaya. 150 consumers in Surabaya that fulfilled certain rules have been randomly selected to become the respondent for this research. This study shown that both Trust and Risk have simultaneous effect. Risk have negative and un-significant effect, while Trust have positive and significant effect on consumer's intention and decision to purchase chicken meat at A&W Cito, Surabaya.

Keywords: *Trust, Risk, Consumer's Intention and Decision to Purchase*