

**ANALISIS HUBUNGAN KARAKTERISTIK KONSUMEN DALAM  
MEMUTUSKAN MEMBELI PRODUK DI PASAR KLEWER SURAKARTA**

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***ABSTRACT***

*This Research entitle "analysis relation consumer characteristic in deciding to buy product in Pasar Klewer Surakarta" where formulation of this research internal issue is do there are related between consumer characteristic covering age, education, and production with Pasar Klewer characteristic covering price, location, and service. The target to analyse relation of consumer characteristic which consist of age, education and income with Pasar Klewer characteristic which consist of product price, location, and service. Hypothesis in this research affirm that there are is strong relation and signifikan among consumer characteristic which consist of age, education and income with Pasar Klewer characteristic which consist of product price, location, and service. Result of analysis indicate that chi-square analysis, obtained there is relation among customer comments about price with age, education, and income. Later; result of chi-square analysis, obtained for the attribute of age and education this means there is no relation among customer comments about location pursuant to age aspect and education, while the attribute of income, meaning there is relation between customer comments about location with income. Hereinafter result of chi-square analysis, for the attribute of age and education there is no relation among customer comments about service pursuant to age aspect and education. while for the attribute of income, meaning there is relation between cutomer comments about service with income. Result contingensi coefisien with maks C obtained that income with location, that is equal to 0,382. Becoming consumer characteristic having highest relation between income with location*

*Keyword : Characteristic Consumer, Characteristic Pasar Klewer, relation, age, education, income, price, location, and service*