

ABSTRACT

This research delves into the intricate dynamics influencing the demand for Indomie stalls in Grendeng village, scrutinizing various determinants to uncover key insights into consumer preferences. The study reveals that price and residence status exert a negative influence on the demand for Indomie shop services, while income emerges as a positive determinant. Surprisingly, gender exhibits no discernible effect on demand. Employing an F test, the research establishes that the combined impact of price, income, gender, and residence status significantly shapes the demand for Indomie stall services, highlighting the complex interplay of these factors.

A critical revelation is the pivotal role of price perception in influencing demand, affirming its significance in consumer decision-making. Additionally, the positive correlation between higher consumer income and increased demand implies the potential of economic empowerment to stimulate market growth. Conversely, residence status emerges as a factor negatively impacting demand in the Grendeng sub-district, emphasizing geographical nuances in consumer behavior.

Despite encountering limitations such as time constraints and challenges in respondent comprehension, this research contributes valuable insights. Recommendations for future research include exploring determinants using diverse methodologies, larger sample sizes, and varied research instruments to enhance the robustness and generalizability of findings.

In conclusion, this study provides nuanced insights into the multifaceted determinants shaping the demand for Indomie stalls in Grendeng village. The identified factors offer valuable implications for informed business strategies and community development initiatives.