

## ABSTRACT

HAZNI. "Analysis of Attitudes and Consumer Behavior *Sushi Tei*" Branch Plaza Senayan (led by Mr. Hashim Ahmad)

This study aims to Analyze how consumer attitudes "*Sushi Tei*" branch of Plaza Senayan. And to find out how consumer behavior "*Sushi Tei*" Plaza Senayan branch.

Population which is the object of this study was of people who visit and eat in the "*Sushi Tei*" Plaza Senayan branch with a total population of 1619 (data attached). Because the sample in this study population is known then the sample size in this study will be determined using the method Slovin as much as 94 respondents using purposive sampling techniques. The analytical method used is the analysis Fishbein is used to determine the consistency among the attitudes and behavior.

Results showed that consumer attitudes toward *Sushi Tei* Positive, and consumer behavior to *Sushi Tei* also showed positive.

Keywords: Attitudes, Consumer Behavior