ANALYSIS OF STUDENTS PREFERENCES IN CHOOSING RESTAURANT AROUND CAMPUS AREA

A Thesis

To Fulfill the Requirements for Bachelor Degrees (S1)

International Business Management Program

Faculty of Economics Atma Jaya Yogyakarta University

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FACULTY OF ECONOMICS

UNIVERSITY OF ATMA JAYA YOGYAKARTA

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Budi Suprapto, MBA., Ph.D. **16th February 2017**

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have been examined in front of the committee on March 16, 2017 and complies with the requirements to achieve the degree of Bachelor of Economics (S1) for International Business Management Program, Faculty of Economics, University of Atma Jaya Yogyakarta

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STATEMENT OF THESIS AUTHENTICITY

I declare that thesis entitled:

ANALYSIS OF STUDENT PREFERENCES IN CHOOSING RESTAURANT AROUND CAMPUS AREA

Is fully my own work, citation, ideas, direct or indirect quote are sourcing from another researcher are presented in the content of thesis and references, if there are found that I am doing plagiarism to the whole thesis content then, I accepted if the thesis being decline and reject my degree and fully return to the University of Atma Jaya Yogyakarta.

Yogyakarta, 16th February 2017

Andoko Hendrianto

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ABSTRACT

Student growth in Indonesia are increasing from year to year rapidly, in Yogyakarta every year, thousands of students from various regions across Indonesia came to enroll in public universities and private universities or the other educational institutions.

With the large number of students in Yogyakarta, it has become a profitable business not only for educational institutions but also for the society of Yogyakarta, a wide range variant of businesses starting from stationery provider, boarding houses, restaurants, apparel, tutoring services and many more has created a big opportunity for all society to provide every need of the student and created a profitable business in both long term and short term.

Restaurant business in Yogyakarta is one of the very prospective investment because of the number of people who are growing rapidly day by day whether from students or tourist travelers. Yogyakarta provide the various types of food available ranging from traditional foods such as Gudeg, fast food restaurants, street food, fine dining it is all here. The food in Yogyakarta is also famous with the affordable price for students and other newcomers compare to other regions in Indonesia. Thus, restaurant business in Yogyakarta has a market with intense competition among the restaurant providers.

Keywords: student, preference, restaurant, campus area, society, analytic hierarchy process