

ABSTRACT

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Study Program : Hotel Business
Title : *Consumer Behavior towards Buying Decision in Radiana Restaurant at Park Hyatt Hotel Melbourne*

Along with the era development, the progress over the hospitality industry is growing up especially in the culinary business. Nowadays, people like to having food in the restaurant both from the hotel guest and outside guest. This study aims to examine the character of the consumer who came to Radiana Restaurant at Park Hyatt hotel Melbourne and also the consumer behavior on their buying decision. The method that used on this research is quantitative method with simple linear regression analysis. The result shows that the coefficient correlation between the consumer behavior towards buying decisions in Radiana Restaurant at Park Hyatt hotel Melbourne. The result is 0,973 and the percentage is 89,6% of the consumer behavior toward the buying decision in Radiana Restaurant at Park Hyatt hotel Melbourne are from the factors that mentioned on this research and the rest are from the factors that is not examined on this research.

Keywords: *consumer behavior, buying decision, simple linear regression analysis*