

## ABSTRACT

Marketing is an essential activity that performed by a company in the effort to survive, to develop and to make profit. By learning consumer's behaviours, a manager will aware the coming new opportunities and to fullfil the requirements.

Good basic knowledge regarding consumer's behaviours in the rapid development of the circumstances will at least provide input for the company to the marketing activity both to the planned or to be carried out, so as to identify those opportunities and will influence the decisions (consumers) to buy things.

Macro is a wholesale supermarket centre with cash and carry system, which develops rapidly in big cities such as Jakarta and Surabaya since three years. In fact, they experience increasingly high rate of people's bustle and mobility and the change of lifestyle and the consciousness of the importance of product quality warranty.

In the meantime, factors that influencing consumer's behaviours at Macro Surabaya consist of factors of education, income level, commercial, price, product completeness and Macro's physical characteristics/goods placement need to be learned and also to know some factors which are most dominant in influencing consumer's behaviours in buying goods in Macro, Surabaya wholesale supermarket centre.

From the analysis results can be concluded that :

1. First hypothesis was evidenced true, that was indicated by F-mathematic of 29.570 greater than F-table by 2.17 with rate of error 0,0000.
2. Second hypothesis was evidenced true, that was income level that had dominant influence toward consumer's behaviours. It was shown by T-mathematic that greater than T-table, that was 11.318 > 1.665 with rate of error 0,0000% , whereas the contribution or  $r^2$  was 57.94%.