

Abstract

This study aims In order to study the behavior of The Lantern. And personal factors of consumers who use the services 400 people by questionnaire was used to collect data were percentage.

The study found that most consumers are female. Less than or equal to 30 years Asian nationality consumers make important personal factor overall is the most minor of age, gender and nationality. And the behavior of the service. Found that the popular beverage consumed most is cappuccino consumption is the most popular dessert, strawberry bars reason for choosing a service of The Lantern Because love the taste of beverages access during 12:01 to 15:00 hrs. And the nature of the service is consumed at the store.

Keywords: consumer behavior The Lantern