ABSTRACT

Research objective is : To determine whether the effect of consumer behavior towards the value dates palm fruits "Thamra," To determine whether the effect of positioning on the value date palm fruits "Thamra". And to determine whether the effect of consumer behavior and positioning together against the value date palm fruits "Thamra".

Watchfulness analysis method uses to approach descriptive kuantiatif, regression, correlation and use questioner as instrument principal in gather data. entire respondents is made sample with census technique towards watchfulness population at area Jakarta where does sample use random represent employee, management family and the relations with customer.

From data processing entire respondents inferential that influence very strong deliver consumer behavior variable and value happen in individual dimension with attitude dimension, will so consumer behavior excelsior towards a product so value dates will increase. while in variable positioning and value influence very strong happen in dimension evolution ideal points with percepts dimension, will so excelsior positioning a sale location so value dates will increase.

The Keywords: *Consumer Behavior, Positioning and Value*