

**THE PHENOMENON OF HATTEN WINES AS LOCAL WINE COMPETES
WITH IMPORTED WINES IN JAKARTA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

The Phenomenon of Hatten Wines as Local Wine Competes with Imported Wines in Jakarta

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Mr. Irwan Subroto, thesis advisor

The purpose of the thesis is to study the factors that influence people's decision in buying wine in Jakarta, also to determine and offer new strategies on how to increase the sales of Hatten Wines in Jakarta.

The primary data are collected by conducting interviews with restaurant and wine house staffs, questionnaire to customers, while the secondary data are gathered from books and the internet.

The Hatten Wines, one of the local wine productions, has proved their quality in fulfilling the customers' needs, which is considered very important to maintain the customer satisfaction. They introduced wine with inexpensive prices and taste that compete with imported wines. In the recent years, Hatten wines have started to develop and dominate the market in Bali. It has become the number one favorite wine for the locals, tourists and also expats. In Jakarta, the demands of Hatten wines are very low and there are only a few of them within the market. From the research, it can be concluded that the current sales of Hatten wine in Bali in comparison to Jakarta is relatively inversed. The writer wanted to find out why and prove that Hatten wine is likely to be one of the best wines in Jakarta.

DEDICATION

I dedicate this thesis to my beloved parents, my brothers, and my grandmother who have been providing the support for my education since I was a child until I finished university. I believe that without their support my thesis work would not have been completed.

To my classmates, Hotel and Tourism Management Department Class of 2010, who shared a lot of memorable moments during my university time, I really appreciate all the encouragement and motivation from all of them.

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