

ABSTRACT

Exploration of Group Decision-Making in Prima Pangan

This research is based on the researcher's desire to explore about group decision-making process in Prima Pangan. This research utilizes a qualitative case study approach, which is done by source triangulation method from the owners of Prima Pangan who serve as the informants. The analysis technique used is broken down into the following stages: data collection, data reduction, data sorting, and analysis. Finally, the researcher make a conclusion based on the results of the analysis. Overall, the group decision-making process in Prima Pangan consists of 4 steps, which are: problem identification, discussion, finalizing decision, and evaluation. The researcher also identified several pitfalls that may hinder the decision-making process in Prima Pangan.

Key words: group dynamics, decision-making, start-up business, rational

