

Pengaruh Harga, Produk, Promosi, Lokasi, dan Kualitas Layanan terhadap Keputusan Pembelian Konsumen Di Burger King Jember
(The Influence of Price, Product, Promotion, Location, and Service Quality, on Burger King Consumers Buying Decision)

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ABSTRACT

The increasing number of culinary industries, especially for fast food restaurant in Jember makes Burger King have to formulate for the marketing activities in order to maintain their existence. Therefore this research was aimed to know the effect of the variable which are price (X1), products (X2), promotions (X3), location (X4), and service quality (X5) on consumer buying decisions (Y) in Burger King Jember either partially or simultaneously. The population in this study is the Burger King Jember consumers taken by using the Incidental Sampling technique of 60 respondents. Based on the research it can be concluded that: (1) the variable which are price, product, promotion, location, and service quality simultaneously or together significantly influence toward dependent variable which is buying decision. (2) the variable which are product and promotions partially influences significantly on buying decision.

Key words: Price, Product, Promotion, Location, Service Quality, and Buying Decision