

Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Dalam Membeli *Fried Chicken* Di Quick Chicken Restaurant Cabang Jalan Jawa Jember

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh produk, harga, tempat, promosi, dan pelayanan secara serempak, parsial, dan dominan terhadap keputusan konsumen dalam membeli *fried chicken* di Quick Chicken restaurant cabang Jalan Jawa Jember. Metode penelitian yang digunakan adalah metode deskriptif kuantitatif bertujuan untuk mendeskripsikan atau menggambarkan mengenai variabel penelitian secara sistematis, faktual dan akurat serta melihat seberapa besar hubungan pengaruh variabel penelitian yaitu variabel produk, harga, tempat, promosi, dan pelayanan terhadap keputusan pembelian konsumen. Penentuan lokasi dilakukan secara sengaja yaitu di Quick Chicken restaurant cabang Jalan Jawa Jember. Jumlah sampel yang digunakan adalah 60 responden. Metode pengambilan sampel penelitian ini adalah menggunakan kuesioner dan wawancara kepada owner Quick Chicken restaurant cabang Jalan Jawa Jember. Teknik analisa data pada penelitian ini menggunakan analisis regresi linier berganda dengan bantuan program SPSS versi 13.0. Data hasil penelitian diolah dan diperoleh variabel Produk, Harga, Tempat, Promosi, dan pelayanan berpengaruh secara signifikan terhadap keputusan pembelian. Sedangkan hasil data pengaruh variabel yang paling dominan dalam penelitian ini adalah variabel tempat.

Kata kunci : Produk, Harga, Tempat, Promosi, Pelayanan, Keputusan pembelian

Factor That Influence about Purchase of *Fried Chicken* in a Quick Chicken Restaurant in Jawa Street Jember

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ABSTRACT

The purpose of this research is to know the influence of product, price, place, promotion, and service simultaneously, partial and dominant of the consumer decision to buying fried chicken in Quick Chicken restaurant in Jawa street Jember. Research method that using is quantitative descriptive methods to describe about research variable systematically, factual and accurate and, seeing how big relations variable influence research that is variable of product, price, place, promotions, and services of the decision the purchase of consumers. The determination of location is deliberately those in the Quick Chicken restaurant in Jawa street Jember. The samples used were 60 respondent. A method of the sample collection of this research is using questionnaires and interviews to owner of Quick Chicken restaurant in Jawa street Jember. Technique data analysis to research this using analysis linear regression multiple with SPSS program 13.0 version. Data research processed and obtained of variable product, the price, place, promotion, and services influential significantly of the purchase decision. While the results of data variable influence the most dominant in this research is the variable place.

Keyword: product, price, place, promotion, service, purchase decision