

***Influence Analysis of Preference Consumer on Customer Buying Decision in
Kentucky Fried Chicken (KFC) Jember***

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ABSTRACT

KFC is the most fast food in Indonesia what it has 400 outlets. This research aimed to know consider of consumer to decide of buying fried chicken in KFC and to know the dominan factor what it influence of buying decision. The research was conducted at the two outlets. They are KFC Gajah Mada street Number 74 dan KFC at Roxy Square Hayam wuruk street, Jember and the populations in this study are all consumers who have made a purchase at KFC Jember. The samples was taken with purposive sampling method. The number of the sample was 75 people. The data analysis technique was used multiple regression. The results of this study showed that: 1) Price is not significantly to the influence purchase decisions of fried chicken at KFC Jember, 2) taste is significantly to the influence purchase decisions of fried chicken at KFC Jember, 3) Promotion is not significantly to the influence purchase decisions of fried chicken at KFC Jember, 4) Life style is not significantly to the influence purchase decisions of fried chicken at KFC Jember and 5) Interior display is significantly and dominan factor to the influence purchase decisions of fried chicken at KFC Jember.

Key words: interior display, life style, price, promotion, purchase decision, taste