

**Factors Affecting Consumer Purchase Chicken obese (A Case Study
Featured Menu Chicken obese For Eating Pak Gik)**

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ABSTRACT

Shifting patterns of consumption of fresh chicken meat into processed products prepared foods able to push for the development of fast food establishments in the case of processed chicken. One example of a restaurant that provides a menu of prepared foods that obese chicken meal home located in Jember. Home to eat chicken every year obese increased its sales volume because the restaurant is always crowded by consumers that eating chicken houses are obese should be able to maintain customer loyalty. The purpose of this study was to determine the factors that influence consumers in the purchase of chicken obese. whether the factor of price, product, service, and location can affect consumers in the purchase of chicken obese. The choice of location is purposive sampling. Analysis of the data used is Pearson correlation analysis. From the results of this research is that most of the respondents were women as much as 66%, the most dominant age between 20-30 years were 71%, respondents most recent education many high school is 52%, the most dominant consumer job schoolchildren / students as much as 41% and income consumers most Rp. 500,000 - Rp. 1,000,000 as much as 31%. The results of Pearson correlation analysis shows that the factor of product, price, service, and location have a significant influence on consumer decisions in buying chicken obese. factors that most influence on consumer decisions, the product factor (0.845), followed by a service factor (0.808), then the location factor (0.709), and the last factor is the price factor (0.674).

Keywords: Consumer decision, factor product, price, service, and location