

Consumer Considerations in Choosing Franchised Fried Chicken Products

(Case Study in Jember District)

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ABSTRACT

Fried chicken is a fast food that is loved by many people, so there are various businesses fried chicken franchise in Jember. This research aimed to know consider of consumer to decide of buying fried chicken and to know the dominan factor what it influence of buying decision. The research was conducted at the nine outlets. The samples were taken with purposive sampling method. The sample were 72 people. The data analysis technique was used multiple regression. The results of this study showed that: Price was significantly to influence purchase decisions of fried chicken franchise at Jember, Taste was significantly to influence purchase decisions of fried chicken franchise at Jember, Promotion was not significantly to influence purchase decisions of fried chicken franchise at Jember, life style was not significantly to the influence purchase decisions of fried chicken franchise at Jember and Interior display was significantly and dominan factor to influence purchase decisions of fried chicken franchise at Jember.

Key words: Consumer, Buying Decision, Fried Chicken, Franchise