

Abstract

THE EFFECT OF PRODUCT PROMOTION PACKAGE ON PURCHASE DECISION FAST FOOD “KENTUCKY FRIED CHICKEN” (KFC) BRANCH OF GELAE LAMPUNG

By

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The increasingly of business development in this world makes a companies, whether engaged in an industry, a commerce, and a service to continuously optimize their business activities as an effort to win market competition. Companies must be able to provide the maximum product, for example by providing quality and cheaper prices than competitors and the best service as well.

The problem in this research is the realization of targets that have not been in line with expectations, and KFC Gelael fluctuated and tended to decrease with the percentage of negative developments. So the authors formulate the problem is: *"Does the KFC product promotion package influence on purchase decisions of fast food in Kentucky Fried Chicken (KFC) branch of Gelael Bandar Lampung"*.

This study aims to determine the influence of product promotion package to the purchasing decision of fast food in Kentucky Fried Chicken (KFC) branch of Gelael Bandar Lampung. The hypotheses are no promotional effect on purchasing decisions. Independent variables used in this study is advertising, sales promotion, personal selling and direct marketing (X) and the purchase decision (Y). The method used in this research is quantitative method that is an explanation descriptive. Population in this research is that consumers of KFC Gelael located in Bandar Lampung. The sampling technique used was non-probability sampling technique using the method of sampling accidental.

To determine jointly whether the independent variables advertising, sales promotion, personal selling, direct marketing and influence on purchase decisions KFC fast food. To test the hypothesis used the F test and to see the contribution of each independent variable test was used to partially T. F test results count for more than 19.530 F table for an error rate of 5% = 2.700, so the test results showed that the independent variables advertising, sales promotion, personal selling and direct marketing together influence consumer purchase decisions.

R. Square regression coefficient of 0.451 results. These results show the variation of independent variables can explain 45.1% of the dependent variable and the rest influenced by other factors originating from outside the regression model.

Results from this study can be concluded that the variables advertising, sales promotion, personal selling, and direct marketing together affect the decision of purchasing KFC fast food. While the partial variable advertising, personal selling, direct marketing and also have a positive and significant influence on purchase decisions of KFC Gelael Bandar Lampung. In a partial test of sales promotion has no effect on purchasing decisions KFC fast food.

To increase customer purchasing decisions, company must consider and optimize the promotional activities undertaken and the existing facilities, pay attention to company image, and provide good information to consumers.