

ABSTRACT

THE EFFECT OF PRICE PERCEPTION AND FAST FOOD QUALITY ON CONSUMER PURCHASE DECISION AT KFC GELAEI BANDAR LAMPUNG 2015

By:

RESTHANIA TRIDHAWATI

Purchase decision is one part of consumer behavior which leads to the buying behavior of final consumers who purchase goods and services for personal consumption. Purchase decision-making process in each person is basically the same, but the decision-making process will be varied by age, income, and life style.

Based on preliminary research conducted at KFC Gelael Bandar Lampung known that the purchasing decisions of consumers was low. The purpose of this study was to collect data and find out the positive influence perceptions of price and quality of fast food on consumer purchasing decisions at KFC Gelael Bandar Lampung in 2015. The population was consumer KFC Gelael Bandar Lampung. A sampling technique used was *accidental sampling* by using the formula Tuckman obtained 166 customers. The method used was descriptive verification using ex post facto approach and survey. The results showed that there was the influence between price perception and fast food quality on consumer purchasing decisions at KFC Gelael Bandar Lampung in 2015. Based on data analysis of $F_{ratio} 102.209 > F_{table} 3.05$ as indicated by multiple linear regression with a coefficient of determination (r^2) 0,556 which means consumer purchasing decisions were influenced by price perception variable and fast food quality 55.6%, the rest 44.4% was influenced by other factors.

Keywords: purchasing decisions, fast food quality, price perception quality