

ABSTRAK

Penelitian ini berfokus pada keputusan pembelian konsumen KFC di Semarang. Dengan variabel bebas persepsi harga, kualitas layanan, lokasi dan *word of mouth*. Tujuan penelitian untuk menguji pengaruh variabel bebas terhadap keputusan pembelian. Pemilihan sampel menggunakan *purposive sampling* dengan kriteria tertentu dengan jumlah sampel 100. Data yang digunakan berasal dari kuesioner (*data primer*). *Regresi linier berganda* digunakan untuk menjelaskan hubungan antar variabel. Hasil penelitian sebagai berikut (1) keputusan pembelian dapat dijelaskan sebanyak 63,4% oleh variabel bebas. (2) Secara parsial persepsi harga dan *word of mouth* mempengaruhi keputusan pembelian secara positif signifikan (3) secara parsial, kualitas layanan dan lokasi terhadap keputusan pembelian tidak memiliki pengaruh signifikan (4) Secara simultan, seluruh variabel bebas memiliki pengaruh terhadap keputusan pembelian.

Kata Kunci : Persepsi harga, Kualitas Layanan, Lokasi dan *Word of Mouth*

ABSTRACT

This study focuses on consumer purchasing decisions for KFC in *Semarang*. With the independent variables are price perception, service quality, location and word of mouth. The purpose of the study was to examine the effect of independent variables on purchasing decisions. The sample selection used purposive sampling with certain criteria with a sample size of 100. The data used came from a questionnaire (primary data). Multiple linear regression is used to explain the relationship between variables. The results of the study are as follows (1) purchasing decisions can be explained as much as 63,4% by independent variables. (2) Partially, price perception and *word of mouth* affect purchasing decisions positively and significantly (3) Partially, service quality and location on purchasing decisions have no significant effect (4) Simultaneously all independent variables have an influence on on purchasing decisions.

Keywords : Price Perception, Service Quality, Location and Word of Mouth.