

ABSTRAK

“The Influence of Service Convenience toward Purchase Decision of McDonald's (Survey of McDonald's Customers at Buah Batu Bandung Outlet)”

The development of fast-food restaurant business in Indonesia characterized by the growth of fast food restaurants and an increasingly competitive rivalry. It shows that the opportunities for doing business in fast food restaurants is promising, given the Indonesian population is large enough, the development of technology, the improvement in the economy in general, as well as culture and lifestyle community changing and dynamic, the rise of fast-food restaurant has a business opportunity highly prospective. Map business competition fast food restaurant in Indonesia can be described through the large number of outlets owned fast food restaurants, where KFC (Kentucky Fried Chicken) is ranked first by the number of outlets at most 400 outlets, while McDonalds just being in position 6 with jumlah outlets 112 throughout Indonesia. In addition, purchasing decisions at McDonalds is still low. This study aims to determine how the service convenience of McDonald's at Buah Batu Bandung Outlet; how the purchase decision of McDonald's at Buah Batu Bandung Outlet; and determine whether there is any influence from service convenience toward purchase decision of McDonald's at Buah Batu Bandung Outlet.

This type of research is descriptive verification research, in which the data obtained through the questionnaire. Unit samples examined in this study were 39 samples that are customers of McDonald's at Buah Batu Bandung Outlet. Data analysis techniques used include descriptions for each variable and verification by using linear regression. Data processing techniques questionnaire results using computer software SPSS 21,00.

Based on the results of the study found that: (a) Service convenience of McDonald's at Buah Batu Bandung Outlet are in good category; (B) Purchase decision of McDonald's at Buah Batu Bandung Outlet are in good category; (C) There is an influence from service convenience toward purchase decision of McDonald's at Buah Batu Bandung Outlet. That's influence are in the very strong category. The test results showed that service convenience has positive and significant impact on purchasing decisions at McDonald's at Buah Batu Bandung Outlet.

Keywords: Service Convenience and Purchase Decision