

ABSTRACT

The food industry became one of the industry's development is quite rapidly now. Density of bustle and activity of the community in big cities cause they do not have time to just prepare his own meals and prefer to consume food outside the home. One of the fast food restaurants that became a favorite eating Indonesian society is a restaurant that serves fried chicken products as the main menu. KFC is one of the fast food restaurants that are under the umbrella of PT. Fastfood Indonesia, Tbk is a market share of 40% in 2013 and more than 50% in 2014.

This research is compiled to determine how much influence from advertising or advertising promotion especially for consumer purchase decisions on KFC Branch Dago. The method used in this research is the data type of quantitative research using primary data sources. Populations were obtained from consumers branches Dago Jl. Ir. H.Juanda No. 40-42 Bandung, for one year starting from June 2014 until June 2015.

The analytical method used is Simple Linear Regression Analysis, based on the results of this research is that the Promotion belong to the category of percentage of strongly agree that persentasae amounted to 95.60%, while for the purchase decision states that the category of percentage Strongly Agree where persentasae amounted to 93.80%. While the rest influenced by other factors that are not known by the author. It can be concluded that the promotion and Purchase Decision has the effect of 0.582 or 58.2% with the meaning of promotion has a significant influence on the purchase decision.

Keywords: Promotion, Advertising, Purchasing decisions