

ABSTRACT

Kentucky Fried Chicken (KFC) branch Buah Batu Bandung is the one of the all fast food in Indonesia. As a market leader of restaurant or fastfood, in website www.topbrand-awards.com, that is show us that KFC still excellent in restaurant or fast food sector better than others in the amount 59,3%. Since 2015, in KFC branch Buah Batu Bandung consist fluctuation of sales. Based on the results, so this research has function to show respon of consument about service quality, product quality and consumer buying decision process at the KFC branch Buah Batu Bandung.

This research consist of three variable, there is service quality, product quality and consumer buying decision process. The method used is quantitative methods with descriptive research type. Sampling was conducted using probability sampling with simple random sampling, used slovin formula and find 400 respondents. Analysis of the data used is descriptive analysis.

Based on the results of the study showed that the quality of service equal is at 76,378%, product quality is at 74,414% and consumer buying decision process is at 75,631% in KFC branch Buah Batu Bandung is good, because these three variables included in good categories.

Keyword: Service Quality, Product Quality, Consumer Buying Decision Process