

ABSTRACT

Fast food restaurants have become one of the restaurants of choice for consumers in the city of Bandung. This research was conducted to analyze which fast food restaurants are the priority of consumers and to analyze which criteria have the most influence on consumers in choosing fast food restaurants. Researchers used the Analytical Hierarchy Process (AHP) to compare each alternative fast food restaurant. The population and sample in this study are people who live in the city of Bandung who have eaten and experienced service at McDonald's, KFC and Burger King. The research sample was 50 respondents.

The sampling technique is purposive sampling. The results of this study show that McDonald's is the most prioritized fast food restaurant by consumers, followed by KFC and Burger King. The results of this study also show that the highest criteria for consumers in the selection of fast food restaurants is Food Quality. The researcher suggests for every fast food restaurant in Bandung to focus on their food quality development strategy to be able to compete with each other.

Keywords: *Hierarchical analytic process, consumer preferences, fast food restaurants.*