

## **ABSTRACTION**

**Victor Hugo Morgen Wiria, The Influential Analysis On Location, Product Quality, Price, Brand, Promotion Program and The Service Towards The Decision Of The Buyers at KFC In Palembang Square ( Under the guidance of Madam Lina, S.E., M. Si )**

Location, Product Quality, Price, Brand, Promotion Program and the Service is decisive for customers before buying a product to consume. The purpose of this research is to find out and to analyze the variable influence on Location, Product Quality, Price, Brand, Promotion Program and the Service towards the consumers' decision to do the buying at KFC in Palembang Square and Which factor is more dominant and more influential before the buying. In this research Location is a very important thing to consider because the most proper Location for a business is very decisive to make good profit, Product Quality which concerns delicacy, Price is also decisive compared to the Product, Brand is acting as the symbol to remember the product, Promotion Program is one of the strategies to attract custoers and finally the service towards the customers ; all of these factors will eventually influence the customers decision to buy. The research method was systematically applied and also involved observation, data collecting, information analysis and the result reported. The technique of sampling taken employed using the purposive sampling method. It decides the sample on certain consideration using the criteria towards the visitors or consumers at KFC at Palembang Square who has tried minimal once or twice in a month. The data is analyzed using the Double Linier Regression. This research is expected to be beneficial to the KFC so that it can develop its potential business successfully in the future by knowing the actual wish and need of its consumers. And the result of this research shows that the buying at KFC in Palembang Square is not influenced by the factor of location but rather to the factor of Quality Product, Price, Brand, Promotion Program and the Service.

**The key words are : Location, Product Quality, Price, Brand, Promotion Program and The Service Towards The Decision Of The Buyers.**