

**CONSUMER PERCEPTION CHOOSING FAST FOOD IN
ISLAMIC ECONOMIC PERSPECTIVES
(Study In KFC Fast Food Restaurant Bunyamin Purwokerto)**



UNDERGRADUATE THESIS

Presented to Faculty of Islamic Economics and Business, State Institute of Islamic Studies (IAIN) Purwokerto as a Partial Fulfillment of the Requirements for Bachelor's Degree in Economics Study (S.E.)

IAIN PURWOKERTO

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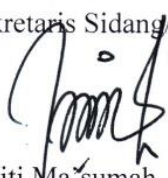
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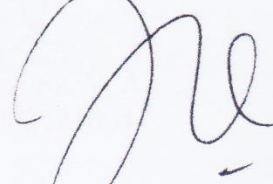
CONSUMER PERCEPTION CHOOSING FAST FOOD IN ECONOMIC ISLAMIC PERSPECTIVES

(Study in KFC Fast Food Restaurant Bunyamin Purwokerto)

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**CONSUMER PERCEPTION CHOOSING FAST FOOD IN ECONOMIC
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(Study in *KFC* Fast Food Restaurant Bunyamin Purwokerto)**

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ABSTRACT

Fast food restaurants in Indonesia are currently growing rapidly. Some people choose to consume fast food. This choice because fast food offers practicality and special status for consumers. There are several factors that influence the selection process including the price, taste, comfort, quality and others. *KFC* is a fast food restaurant that presents these factors, and is a fast food restaurants are developing the fastest among other fast food restaurants.

The purpose of this study was to determine the behavior of choosing *KFC* consumers from the consumer perception process and several other considerations in choosing fast food. The benefit of this research is to find out consumers' perceptions in choosing fast food through perceptual stages (sensation, attention, interpretation). This study uses descriptive qualitative methods. This method is used to determine the description of consumers' perceptions in choosing fast food at *KFC* fast-food restaurant Bunyamin Purwokerto. The informants chosen in this study were *KFC* consumers through the *snowball sampling* technique.

The results of this study indicate that consumer selection is centered on individuals who make decisions through perceptual processes (taste, packaging, restaurants). Regarding taste, in the consumer's perception show that they like *KFC* chicken has a delicious and tasty taste. The packaging is considered practical and efficient. The restaurant is neatly arranged and displayed in a westernized style that symbolizes a modern lifestyle. While choosing behavior at the final stage in perception is (interpretation) with several considerations (price, convenience, and social environment). For consumers, price is not a problem because they believe the price offered is in accordance with the quality that supports it. Convenience is an important thing that can attract consumers to linger at *KFC*. The social environment most triggers consumers to come too fast food restaurants, especially peers who provide information on the existence of fast-food restaurants and are easy to transmit habits to consumers. With various types of voting behavior, consumption in Islam has several ethics so that in choosing the things to be consumed can be beneficial and not harmful.

Keywords : *Consumers, Fast Food, KFC, Perception, and Consumption of Islam.*

**PERSEPSI KONSUMEN MEMILIH MAKANAN CEPAT DALAM
PERSPEKTIF EKONOMI ISLAM
(Studi di Restoran Cepat Saji KFC Bunyamin Purwokerto)**

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ABSTRAK

Restoran cepat saji di Indonesia saat ini berkembang pesat. Beberapa orang memilih untuk mengonsumsi makanan cepat saji. Pilihan ini karena makanan cepat saji menawarkan kepraktisan dan status khusus bagi konsumen. Ada beberapa faktor yang memengaruhi proses seleksi. Tujuan dari penelitian ini adalah untuk mengetahui perilaku memilih konsumen KFC dari proses persepsi konsumen dan beberapa pertimbangan lain dalam memilih makanan cepat saji. Manfaat dari penelitian ini adalah untuk mengetahui persepsi konsumen dalam memilih makanan cepat saji melalui tahapan persepsi (sensasi, perhatian, interpretasi). Penelitian ini menggunakan metode deskriptif kualitatif. Metode ini digunakan untuk mengetahui gambaran persepsi konsumen dalam memilih makanan cepat saji di restoran cepat saji KFC Bunyamin Purwokerto. Informan yang dipilih dalam penelitian ini adalah konsumen KFC melalui teknik snowball sampling.

Hasil penelitian ini menunjukkan bahwa pemilihan konsumen berpusat pada individu yang membuat keputusan melalui proses persepsi (rasa, pengemasan, restoran). Mengenai rasa, dalam persepsi konsumen menunjukkan bahwa mereka menyukai ayam KFC memiliki rasa yang enak dan lezat. Kemasannya dianggap praktis dan efisien. Restoran ini ditata dengan rapi dan ditampilkan dalam gaya kebarat-baratan yang melambangkan gaya hidup modern. Sedangkan memilih perilaku pada tahap akhir dalam persepsi adalah (interpretasi) dengan beberapa pertimbangan (harga, kenyamanan, dan lingkungan sosial). Bagi konsumen, harga bukan masalah karena mereka percaya harga yang ditawarkan sesuai dengan kualitas yang mendukungnya. Kenyamanan adalah hal penting yang dapat menarik konsumen untuk berlama-lama di KFC. Lingkungan sosial yang paling memicu konsumen untuk datang juga restoran cepat saji, terutama rekan-rekan yang memberikan informasi tentang keberadaan restoran cepat saji dan mudah menularkan kebiasaan kepada konsumen. Dengan berbagai jenis perilaku memilih, konsumsi dalam Islam memiliki beberapa etika sehingga dalam memilih hal-hal yang akan dikonsumsi dapat bermanfaat dan tidak berbahaya.

Kata kunci: Konsumen, KFC, Persepsi, dan Konsumsi dalam Islam.

MOTTO

“LIFE IS NOT HOW WE RECEIVE BUT AS WHAT WE GIVE”



TRANSLITERATION GUIDELINES (LATIN ARABIA)

The transliteration of Arabic words used in the preparation of this thesis is guided by a Joint Decree between the Minister of Religion and the Minister of Education and Culture R.I. Number: 158/1987 and Number: 0543b / U / 1987.

A. Single Consonant

Arabic Alphabets	Name	Latin Alphabets	Name
ا	alif	Unsymbolized	Unsymbolized
ب	ba'	B	Be
ت	ta'	T	Te
ث	ša	š	es (with dot above)
ج	Jim	J	Je
ح	ḥ	ḥ	ha (with dot below)
خ	kha'	Kh	ka and ha
د	dal	D	De
ذ	zal	Ẓ	zet (with dot above)
ر	ra'	R	Er
ز	zai	Z	Zet
س	Sin	S	Es
ش	Syin	Sy	es and ye
ص	šad	š	es (with dot below)
ض	ḍad	ḍ	de (with dot below))
ط	ṭa'	ṭ	te (with dot below)
ظ	ẓa'	ẓ	zet (with dot above)
ع	'ain	‘	Inverted comma above
غ	gain	G	Ge

ف	fa'	F	Ef
ق	qaf	Q	Qi
ك	kaf	K	Ka
ل	lam	L	'el
م	mim	M	'em
ن	nun	N	'en
و	waw	W	W
ه	ha'	H	Ha
ء	Hamzah	'	Apostrof
ي	ya'	Y	Ye

B. Double Consonants because of *Syaddah* are double written.

قدد عتم	Written	Muta'addidah
قدع	Written	Iddah

C. *Ta'* marbutah at the end of word, if it is in end of word, it will be written

قمة مكح	Written	Hikmah
قيزج	Written	Jizyah

(This stipulation is not applied in the words that have been absorbed in Bahasa Indonesia, such as zakat, salat, etc., except if they are intended to their original spelling).

- a. If *ta'* marbutah is followed by article "al" and the second word is separated, it is written with h.

ءايلولأاةمارك	Written	Karamah al-auliya'
---------------	---------	--------------------

- b. If *ta'* marbutah lives or with a charity, fathah or kasrah or dammah is written with t.

رطفلاةأكر	Written	Zakat Al-fitr
-----------	---------	---------------

D. Short Vowel

َ	Fathah	Written	A
ِ	Kasrah	Written	I
ُ	Dammah	Written	U

E. Long Vowel

1.	<i>fathah + alif</i>	Written	Ā
	جاهلية	Written	<i>Jāhiliyyah</i>
2.	<i>fathah + ya' mati</i>	Written	Ā
	تنسى	Written	<i>Tansā</i>
3.	<i>kasrah + ya' mati</i>	Written	Ī
	كريم	Written	<i>Karīm</i>
4.	<i>dammah + wāwu mati</i>	Written	Ū
	فروض	Written	<i>furūd</i>

F. Diphthong

1.	<i>fathah + ya' mati</i>	Written	Ai
	بينكم	Written	<i>Bainakum</i>
2.	<i>fathah + wawu mati</i>	Written	Au
	قول	Written	<i>Qaul</i>

G. Short vowel in chronological order is separated with apostrophe

1.	<i>fathah + ya' mati</i>	Written	Ai
	بينكم	Written	<i>Bainakum</i>

2.	<i>fathah</i> + wawu mati	Written	Au
	قول	Written	<i>Qaul</i>

H. Article alif + lam

1. If followed by *Qomariyyah* letters

القرآن	Written	<i>al-Qur'ān</i>
القياس	Written	<i>al-Qiyās</i>

2. If followed by *Syamsiyyah* letters, it is written with *Syamsiyyah* letters which follow and deletes the “eI” letter

السماء	Written	<i>as-Samā'</i>
الشمس	Written	<i>asy-Syams</i>

I. Writing words in the sequence sentences

It is written according to its pronunciation

ذوالفروض	Written	<i>zawī al-furūd</i>
أهل السنة	Written	<i>ahl as-Sunnah</i>

PAGE OF DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

With a very thankful to Allah SWT, I dedicate this graduating paper to:

1. To Allah *Subhanahu wa Ta'ala* and prophet Muhammad *Shallallaahu* *alayhi wa sallam*, thank you to Allah *Subhanahu wa Ta'ala* who always hear to my prayer and give a deep lesson in my life and may I can be a good man who always listen and obedient to Your commands and Your prophet sunnah. I also hope that my undergraduate thesis will give benefits for others.
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6. To all my beloved friends around me, Especially the boarding friends Adem Ayem, and ES A class.
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PREFACE

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah Rabb al-alamiin, Firstly, praise is merely to the Almighty Allah SWT for the gracious mercy and tremendous blessing that enables me to finish this graduating paper as my graduation proof. Secondly, may peace and salutation always be given to our prophet Muhammad *Shallallaahu ,,alayhi wa sallam* who has guided us from the darkness to the brightness. By his guidance, we are able to differentiate the good thing and the bad one. May him will give us his *syafa`at* in the end of human life"s. *Aamiin*.

This undergraduate thesis entitled "CONSUMER PERCEPTION CHOOSING FAST FOOD IN ECONOMIC ISLAMIC PERSPECTIVES (Study in *KFC* Fast Food Restaurant Bunyamin Purwokerto)" is presented to fulfill one of the requirements in accomplishing Bachelor"s Degree in Sharia Economics Study Program, Faculty of Islamic Economics and Business, State Institute of Islamic Studies (IAIN) Purwokerto. Hereby, the writer can finish this undergraduate thesis because of all those who supported from the begin to the end. So, the writer would like to express the special appreciation to:

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12. To all parties who has helped me to finish this study that I cannot mention one by one.

The writer knows that this graduating paper are still have limitation on several aspects. Then, critiques and suggestions are hoped for the perfection of this graduating paper. The writer hopes this graduating paper can give the significant contribution in academic matter, especially for State Institute of Islamic Studies (IAIN) Purwokerto.

Purwokerto, August 20, 2019

I who declare,

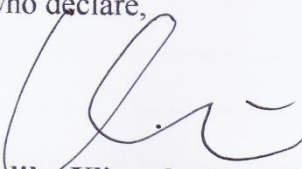

Andika Ulinnuha Komalasari
SIN. 1522201002 ·

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IAIN PURWOKERTO

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CHAPTER I

PRELIMINARY

A. Background

Food is a human need. Everyone will try to find a place that can provide good service and to satisfy their needs. People are still accustomed to the traditional food processing requires a relatively more relaxed.

In this modern era begins diverse selection of food. Increasingly the needs of society so that food processing products must be more developed. The times make people prefer practical life by choosing easy meals but maintained the taste and health.

One alternative is to choose fast food, which is now very popular among the public. Because cooking lazy or busy at work, making them prefer fast food. Coupled with fast and exclusive delivery order services. Fast food is not authentic Indonesian food, type of food has been popular and socially acceptable Indonesia in the 1980s.

The term fast food is different from junk food. Junk food is "junk" food, food that is not needed by the body because it contains excess calories or very low in calories so it contains unbalanced nutrition, contains high saturated fat, high sodium / salt content, too much flavoring / umami ingredients and presence of certain preservatives that if frequently consumed will have a negative impact on health.¹

Some nutritionists disagree about junk food. Some of them don't want to use this term. Some nutritionists describe some foods obtained from fast food restaurants such as burgers, pasta, French fries, cakes, pies, donuts, pizzas and snacks such as chips, candy, chocolate, some types of biscuits and cakes, and soft drinks.²

¹http://www.aryaulilalbab.wordpress.com/2013/11/13/fast-food-danjunk-food!-makanan-apa-itu???, downloaded on September 25, 2018. At 19.25 WIB.

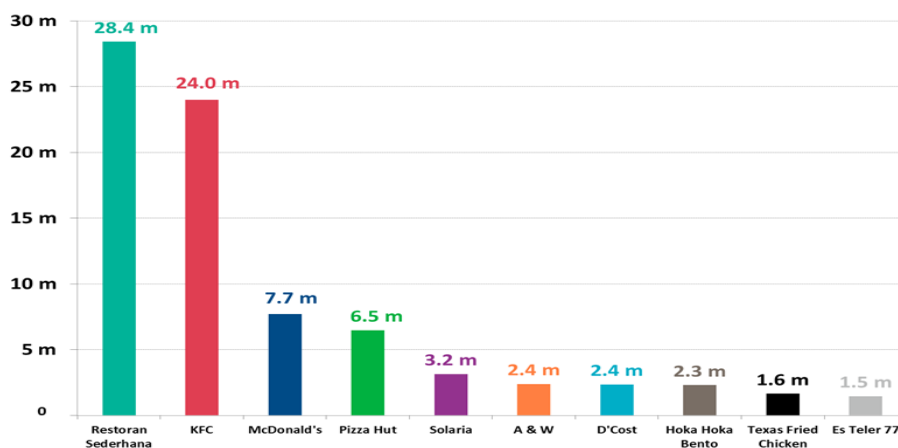
² Kate Knighton, "Cerdas Mengenal Junk Food", Interpreting by Novi Vidya Sartika, (Jakarta: Erlangga Publisher, 2009), pg. 4.

From the results of a study by the Health Education Authority, 15-34 years are consumers who choose fast food. In Indonesia, there is no definite proof, but this situation can be used as a mirror in the community structure, namely in budgeting by students and students who still have a lot of physical activity.³

Fast-food restaurant industry growth in Indonesia showed a relatively rapid development, this conclusion could at least be seen from the data Roy Morgan Source, a syndicated survey of more than 25 thousand respondent aged 14 years and over. The survey results show, in the first quarter / 2009 were 54% of the people Jakarta buy fast food. This figure jumped compared to the previous two years that only 48% of Jakarta residents claimed to have bought fast food. Still according to the same source, as many as 53% of Community Capital purchased fast food in the last 6 months and 46% purchased in the past month.⁴

Picture 1.1

Top 10 restaurants and fast food outlets in Indonesia to eat at, have take away or home delivery in an average six months – 12 months to March 2018



Source: Roy Morgan Single Source Indonesia: April 2017 – March 2018

³ Virginita Daulay, "Presepsi konsumen Dalam Memilih Makanan Cepat Saji (Studi di Restoran Cepat Saji KFC Suprpto Kota Bengkulu)", Undergraduate Thesis, (Bengkulu: Department of Communication Studies, Faculty of Social and Political Sciences, University of Bengkulu, 2014), pg. 18.

⁴<http://www.roymorgan.com/findings/7614-indonesia-eating-habits-eating-in-out-qsr-restaurants-march-2018-201806010644>, downloaded on September 26, 2018. At 09.20 WIB.

KFC Fast food restaurants target product marketing in rapidly developing cities. The W & S Market Research Institute conducted a survey of the popularity of fast food restaurants in three countries: Indonesia, Vietnam and Thailand. From there, it can be seen that KFC is very successful in Indonesia. First in terms of number of outlets. Until 2015 KFC had 580 outlets. While McD, until February 2015 only had around 168 outlets.⁵

Picture 1.2
a comparison between McD, KFC and Bento Hoka



Sumber: <https://tirto.id/persaingan-kfc-vs-mcdonald039s-di-indonesia-chbu>

Purwokerto city as the city of students, the universities and schools are becoming the choice of many students, causing many people from the countryside who live in the town of Purwokerto to study. With their busyness in studying, because they are lazy to cook themselves and they assume to shorten their time so they can do other activities, such as college assignments or group assignments.

⁵<https://tirto.id/persaingan-kfc-vs-mcdonald039s-di-indonesia-chbu>, downloaded on Desember 3, 2018. At 21.36 WIB.

KFC is a provider of fast food with chicken main menu is very famous. In Purwokerto KFC reopened its larger branch in the UNSOED area. Precisely occupies the building of former Asiatic. Bunyamin KFC Drive Thru is equipped with facilities that can help buyers without having to bother to come down from his car. Now KFC has a cafe and is open 24 hours. This 24-hour opening starts from June 5, 2016, from 10 am to 10 pm.⁶

Eating fast food is the same as entering bacteria into the body. Because high fat content in fast food can affect a person's immune system. Scientists who proved it through samples of rats given foods high in fat and calories, but low in fiber. This unhealthy food intake produces certain immune cells in response to inflammation.⁷

In Islam it is recommended for every people to eat and drink from the lawful and good (Halalan Thoyyiban) as the word of Allah SWT in Al Baqarah 168:

يَأْتِيهَا النَّاسُ كُلُّوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ﴿١٦٨﴾

That means: you (humans) eat halal better than what is on earth, because in fact Satan is a real enemy to you.

That verse is the advice of Allah SWT to humans so that they always choose halal food and are good in fulfilling their needs and not following the traces of shaitan that only follows lust. Basically, all that is contained on this earth's face was created by Allah SWT. How are humans and other creatures. produced in the earth, whether in the form of plants, livestock and various kinds of food and beverages, the benefits may be taken. God deliberately created all that, whether to eat, drink or use.

Everyone will try to survive by regulating their activities both from maintaining or regulating their lifestyle to maintaining their diet or

⁶Observation on September 4, 2018.

⁷<https://hellosehat.com/hidup-sehat/nutrisi/efek-makanan-cepat-saji-pada-tubuh/>, downloaded on November 2, 2018. At 10.38 WIB.

consumption in order to maintain health in order to continue to survive. Fast food is considered to be an unhealthy food but more and more consumers are developing. Looking at the background of the problem, then in this study the author wants to know: How did consumer perception choosing fast food in islamic economic perspectives (study in KFC fast food restaurant Bunyamin Purwokerto)?

B. Formulation of the Problem

Based on the background, the problems in this writing are formulated as follows: How did consumers perception choosing fast food restaurants KFC Bunyamin Purwokerto in the perspectives of islamic economics?

C. Purposes and Benefits of Research

1. Purposes Research

The purpose of this study is to deepen knowledge in the field of marketing, especially the theory of consumer behavior which reveals the perception of purchasing decisions in choosing fast food that can be used as a comparison material in literature studies for readers who want to do further research.

2. Benefits of Research

Through this research expected to provide utility as follows:

a. Theoretical Benefits

- 1) This research is expected to provide a clear picture of the perception, how the stages in perceptions and things that happen in the perceptual process.
- 2) As a reference material in supporting similar research on perception.
- 3) This paper is expected to provide a clear picture of other things that affect in choosing to eat fast food.
- 4) The results of this study are expected to be a reference for further research on similar topics regarding the phenomenon and perception of fast food consumers.

b. Practical benefits

- 1) Expected to give a clear picture regarding consumer perception premises.
- 2) Expected to give a discourse for fast food consumers to know more clearly about fast food.
- 3) Contribute to further research that will examine the same issues that have not been examined in this study.
- 4) Helping fast food consumers to find out more clearly about the image of fast food.
- 5) To fulfill part of the requirements to obtain a Bachelor of Communication Science degree from the Faculty of Economic and Islamic Business.

D. Literatur Review

The results of previous researches that referenced this study are:

Irasmi (2012) "Perilaku Mahasiswa Dalam Memilih Jenis Makanan dan Minuman di Makassar Town Square" Faculty of Social and Political Science, University of Hasanuddin Makassar. This study discusses the students who choose to take the decision to buy food in places certain to maintain their social status.⁸ This study uses descriptive qualitative methods with the basis of case study research. The description referred to here is a research approach which aims to get a general picture of people's behavior in choosing the type of food and drink in the city of *Makassar Town Square*.

These research similarity with the above research is the choice of the decision-making consumers choose the place and the food had modernization factors such as price, comfort, knowledge of the social environment and the role of the media.

Differences of this research with the research above is in this study the author examines all consumers, from teenagers to adults. whereas research

⁸ Irasmi, "Perilaku Mahasiswa Dalam Memilih Jenis Makanan dan Minuman di Makassar Town Square", Undergraduate Thesis, (Makassar: Fakultas Ilmu Sosial dan Ilmu Politik Universitas Hasanuddin, 2012), pg. Vii.

above refers only to the scope of the students in the campus of the University of Hasanuddin Makassar.

The second research became a reference, namely, Galuh Putri Hardikna Sempati (2017) "Persepsi dan Perilaku Remaja Terhadap Makanan Tradisional dan Modern" Study Program in Cooking Education Department of Fashion Culinary Engineering Department Faculty of Engineering Yogyakarta State University. This research belongs to the type of research with a quantitative descriptive approach and discusses the behavior of comments and the perceptions of adolescents from the Mantrijeron village in the selection of traditional and modern foods.⁹

This research similarity with the research above is consumer perception towards modern food (fast food). The teenagers in Mantrijeron Yogyakarta are categorized as preferring modern food compared to traditional food because of various influencing factors, one of which is the social environment.

The differences between the research above and the research being examined by the authors is the perception of adolescents in Mantrijeron Village on traditional food and modern food. While the research currently being examined by the author is analyzing the perceptions of all the customers who visit the KFC fast food restaurant in Purwokerto.

The next research that became the author's reference for this study was Virginita Daulay (2014) " Persepsi Konsumen Dalam Memilih Makanan Cepat Saji (Studi di Restoran Cepat Saji KFC Suprpto Kota Bengkulu)" Department of Communication Studies, Faculty of Social and Political Sciences, University of Bengkulu. This study In this study using descriptive qualitative research methods, namely research with emphasis on observation (observation) of the symptoms, events and actual conditions in the present, besides this research also discusses how consumers decide to buy fast food.

⁹ Galuh Putri Hardikna Sempati, "Presepsi dan Perilaku Remaja Terhadap Makanan Tradisional dan Makanan Modern", Undergraduate Thesis, (Yogyakarta: Cooking Education Study Program Fashion Culinary Engineering Department, Faculty of Engineering, Yogyakarta University, 2017), pg. iii.

The behavior of the decision to buy is influenced by several factors; price, consumers believe that the price offered is in accordance with the quality provided; convenience, elegant and clean layout provides comfortable customer comfort; social environment, playmates who tell their friends and information.¹⁰

The similarity in this research with the research above is to analyze various public perception regarding the selection of fast food purchases, especially fast food restaurants KFC.

The differences in this research and the research above are in place targeted research. The research above is at the fast food restaurant KFC Bengkulu, while the research being conducted by the author is in fast food restaurant KFC Purwokerto.

The next study that became a reference for this study was, Sulisty Amirudin Hidayatullah (2018) " Pola Pemilihan Produk Makanan Siap Saji Berdasarkan Persepsi Konsumen dari Aspek Nilai Produk dan Gaya Hidup pada Mc.Donalds Slamet Riyadi Solo" Management Study Program Faculty of Economics and Business Muhammadiyah University Surakarta . This study discusses the pattern of the choice of ready-to-eat food influenced by aspects of product value and lifestyle of the social environment, and the results of the study mention lifestyle has a significant effect on the pattern of product selection.¹¹

The similarity in this research and the research above is to analyze what influences the pattern of choosing fast food. The aspects carried out by researchers in the research above are one of the aspects examined by the authors in this study.

The differences in this research and the research above are the intended places to conduct research and sampling conducted by each study. Use several

¹⁰ Virginita Daulay, "Persepsi Konsumen Dalam Memilih Makanan Cepat Saji (Studi di Restoran Cepat Saji KFC Suprpto Kota Bengkulu)", Undergraduate Thesis, (Bengkulu: Department of Communication Studies, Faculty of Social and Political Sciences, University of Bengkulu, 2014), pg. 9.

¹¹ Amirudin Hidayatullah, "Pola Pemilihan Produk Makanan Siap Saji Berdasarkan Persepsi Konsumen dari Aspek Nilai Produk dan Gaya Hidup pada MC Donalds Slamet Riyadi Solo", Undergraduate Thesis, (Surakarta: Management Study Program of the Faculty of Economics and Business Surakarta Muhammadiyah University, 2018), pg. 1.

steps needed in this research to find out consumer perception in choosing fast food. Where this type of food is modern food. Researchers focus more on modern food research (KFC) currently in demand by the public. Programming that is used from the process of perception used by individuals in receiving the stimulus given by things around them is based on taste, packaging and restaurant and some considerations of consumers in choosing food (price, comfort and social environment). Raises perception and becomes a decision in choosing fast food.

The last study belongs to Jagadish C Das "Fast Food Consumption in Children: A Review" *iMedPub Journals* Vol. 1 No. 1: 1 2015. In this journal discusses the Implementation of laws to regulate the marketing of fast foods may be an important step in reducing fast food consumption by children.¹²

The similarity in this research and the research above is to analyze fast food consumption. discuss about the factors associated with fast food preferences are convenience, easy accessibility, taste, cost and fast service at a fast food outlet.

The differences in this research and the research above are the impact of fast food on child development. Most of fast food users know well about negative effects associated with fast food consumption. However, they take fast food without considering their health complications.

The following is a table of conclusions from the explanation above:

Table 1.1
Prior research

Previous researches	Research Position	Similarity	Differences	Result
Irasmı (2012) title "Perilaku Mahasiswa Dalam Memilih Jenis Makanan dan Minuman di Makassar	Supporting Previous Research	Modern food selection	election conducted by students	this study discusses the students who choose to take the decision to buy food in places certain

¹² Jagadish C Das, "Fast Food Consumption in Children: A Review", *iMedPub Journals*, Vol. 1 No. 1:1 2015.

Town Squaere”.				to maintain their social status
Galuh Putri Hardikna Sempati 2017 with the title " Persepsi dan Perilaku Remaja Terhadap Makanan Tradisional dan Modern”.	Continuing Previous Research	Consumer preception of modern food (fast food)	the perception of teenagers in Mantrijeron Village towards	discusses the behavior of comments and the perceptions of adolescents from the Mantrijeron village in the selection of traditional and modern foods
\Virginta Daula (2014) titled” Persepsi Konsumen Dalam Memilih Makanan Cepat Saji (Studi di Restoran Cepat Saji KFC Suprpto Kota Bengkulu)”.	Supporting Previous Research	knowing KFC consumer choosing behavior that starts from the consumer perception process so that they choose for fast food and some consumer considerations in choosing fast food	Fast food restaurant KFC Suprpto Bengkulu	discusses how consumers decide to buy fast food
Sulistyo Amirudin Hidayatullah (2018) with the title " Pola Pemilihan Produk Makanan Siap Saji Berdasarkan Persepsi Konsuman dari	Continuing Previous Research	analyze the aspects of product value and lifestyle to the pattern of choosing fast food.	take a sample of the Mc.Donalds consumer population slamet riyadi solo	this study discusses the pattern of the choice of ready-to-eat food influenced by aspects of product value and lifestyle of the social environment,

Aspek Nilai Produk dan Gaya Hidup pada Mc.Donalds Slamet Riyadi Solo".				and the results of the study mention lifestyle has a significant effect on the pattern of product selection.
Jagadish C Das "Fast Food Consumption in Children: A Review" <i>iMedPub Journals</i> Vol. 1 No. 1:1 2015	Supporting Previous Research	fast food consumption	the impact of fast food on child development	Implementati on of laws to regulate the marketing of fast foods may be an important step in reducing fast food consumption by children.

E. Systematic Discussions

Chapter I Introduction. This chapter makes a description of the background of the problem, operational definitions, problem formulation, research objectives, benefits of research and writing systematics.

Chapter II Theoretical Basis. This chapter contains the theoretical basis used as the basis of research analysis and research framework.

Chapter III Research Methods. This chapter contains the types of methods used, Informant Determination Techniques, data collection techniques, data analysis techniques and data validity checking techniques.

Chapter IV Research Results and Discussion. This chapter contains a description of the results obtained in the study and discussion including a description of the object of research, data analysis, and discussion of data management.

Chapter V Closing This chapter contains conclusions and suggestions in research.

CHAPTER V

CLOSING

A. Conclusion

Based on the discussion above has described in the previous chapter, it can conclude:

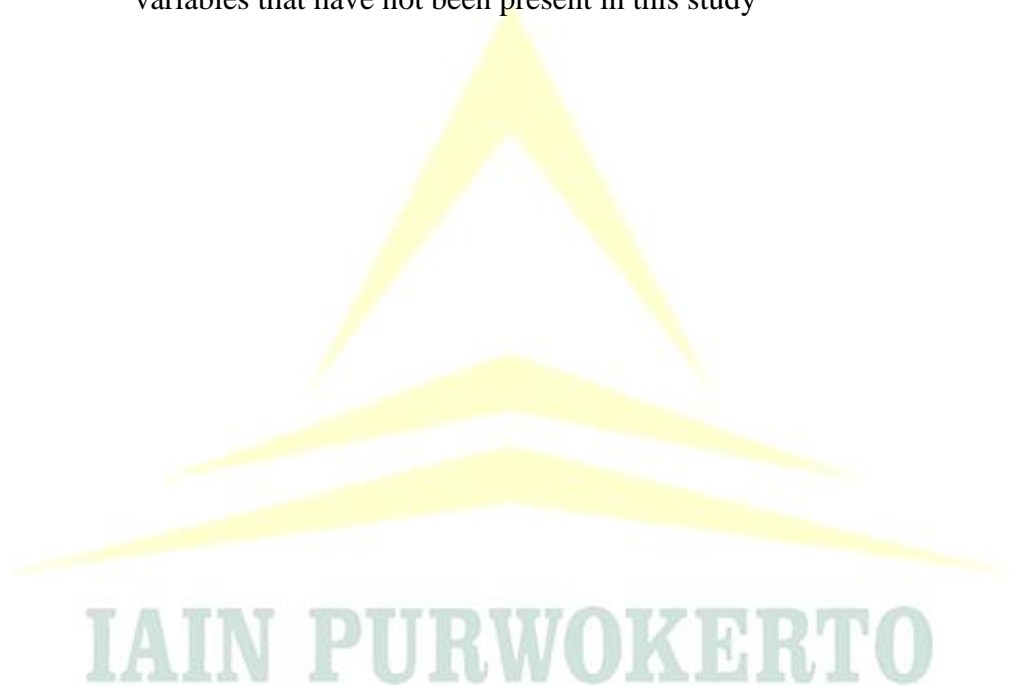
1. Perception fast-food consumers (KFC), the taste is something that influences their attractiveness. Practical fast food packaging is a special attraction, is it attracts consumers to buy fast food. KFC restaurant designs are styled the same western restaurants are a means for consumers to actualize themselves and provide them a special impression of their social status. Prices for them are not a problem. Because they get good product quality, comfortable place, and friendly service and get an image of being able to eat in that place, it is considered the equivalent of the price offered. Peer influences trigger more fast food consumers to eat at KFC restaurants when compared to family influences. Choosing behavior for adolescents is much influenced by the environment, including consuming something. Imitating behavior is also a behavior that is influenced by the environment.
2. A Muslim in choosing fast food is at least by the principle of Islamic consumption. By paying attention to halal and haram, health, cleanliness, not excessive consumption, and having ethics in acting like praying before eating and others.

B. Suggestions

After we know the various perceptions of consumers in choosing fast food at KFC Bunyamin Purwokerto. There are several suggestions, and hopefully can provide benefits, namely:

1. For the Company
 - a. To maintain the best service so that customers can communicate what they want.

- b. Pay attention to facilities and cleanliness so that visitors still feel comfortable.
 - c. To maintain the savory characteristics of chickens from KFC.
 - d. Use materials that are environmentally friendly and reduce the use of plastic.
2. For Researcher
- a. Researchers are expected to conduct more in-depth research on the problems faced, for example by adding variables that are thought to influence the purchasing decision. Because there are several possible variables that have not been present in this study



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