**ABSTRACT** 

This research is motivated by the rapidly increasing business growth in the city of

Padang, especially in the culinary field. The development of restaurants that

continues to increase makes business competition in the city of Padang quite

competitive so that culinary business people are required to think creatively and

continue to innovate their products in carrying out the right strategy to attract the

attention of consumers. Aroma Kitchen Restaurant implements a strategy by

offering affordable prices, good service quality so that consumers are interested in

making purchasing decisions. This study aims to determine and analyze how the

influence of price and service quality on consumer purchasing decisions at Aroma

Kitchen Restaurant in Padang City.

The research method used in this research is quantitative with descriptive

analysis and causality with the restaurant consumer population. The sampling

technique used was non-probability sampling with purposive sampling type and the

number of respondents was 100 respondents. The data analysis technique used is

descriptive analysis and multiple linear regression analysis.

The price at Aroma Kitchen Restaurant reached a value of 79.1%, this indicates

that the price is in the good category. The quality of service at Aroma Kitchen

Restaurant reached a value of 79.3%, and was included in the good category. The

purchase decision at Aroma Kitchen Restaurant reached a value of 80.12% and was

in the good category. The results of this study indicate that based on the variables

measured simultaneously, namely price and service quality, it has a positive and

significant effect on purchasing decisions. Meanwhile, the partially measured

variables, namely price and service quality, affect purchasing decisions by 71.91%

while the remaining 28.09% is influenced by other factors not examined in this

study.

Keywords: Price, Service Quality, Purchase Decision

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