

ABSTRACT

The background of this research is because in the City of Bukittinggi there is currently a fairly rapid increase in the coffee shop business. These business developments make coffee shop business people have to think creatively in making interesting new innovations to show excellence and be able to compete with other coffee shops in the City of Bukittinggi. This is done in order to attract the attention of consumers to visit the coffee shop. The strategy carried out by Forestthree x Kalis is to offer affordable prices and good service to consumers. This makes consumers feel comfortable so that they are interested in visiting the coffee shop at another time. Therefore, this study aims to analyze and find out how the influence of price and service quality on purchasing decisions at the Forestthree x Kalis coffee shop, Bukittinggi City.

In this study, the method used is quantitative using descriptive and causal analysis with the target population, namely Forestthree x Kalis Bukittinggi consumers. The sampling technique used is non-probability sampling method with purposive sampling type with 100 respondents. Meanwhile, the data analysis techniques used are descriptive analysis and multiple linear regression analysis. The price variable in Forestthree x Kalis has a total value of 54.77% which states that respondents' responses to prices are included in the sufficient category. The service quality variable has a total value of 65.61% which states that the respondent's response to service quality is in the poor category. The purchasing decision variable has a total value of 61.66% which states that the respondent's responses to purchasing decisions are in the sufficient category. Based on the explanation above, it can be concluded that price and service quality have a simultaneous effect on purchasing decisions because price and service quality are interrelated with purchasing decisions that are accepted statistically (significantly). Furthermore, the partially measured variables, namely price and service quality, affect purchasing decisions by 58.6% for the rest, namely 41.4%, influenced by other factors not examined by the author.

Keywords: Price, Service Quality, Purchase Decision