

ABSTRAK

Industri kuliner termasuk pada tiga subsektor terbesar yang penurunannya paling rendah, terutama pada bisnis usaha *coffee house* jika dibandingkan dengan bisnis lain di industri kuliner, *coffee house* mengalami penurunan yang paling besar. Penurunan penjualan pada Humble Coffee menunjukkan bahwa adanya pengaruh iklan dan harga terhadap proses keputusan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh iklan dan harga terhadap proses keputusan pembelian (survei pada konsumen Humble Coffee Majalengka) secara simultan maupun parsial.

Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel sebanyak 90 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara iklan dan harga terhadap proses keputusan pembelian. Besarnya pengaruh iklan dan harga terhadap proses keputusan pembelian secara simultan 58,2% dan sisanya 41,8% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh iklan terhadap proses keputusan pembelian sebesar 37,4%, dan pengaruh harga terhadap proses keputusan pembelian sebesar 20,8%, sehingga dapat disimpulkan bahwa iklan memberikan pengaruh paling besar terhadap proses keputusan pembelian.

Kata kunci : Iklan, Harga, dan Proses Keputusan Pembelian

ABSTRACT

The culinary industry is included in the three largest sub-sectors with the lowest decline, especially in the coffee house business. When compared to other businesses in the culinary industry, the coffee house experienced the biggest decline. The decline in sales at Humble Coffee shows that there is an influence of advertising and price on the purchasing decision process. This study aims to determine the effect of advertising and price on the purchasing decision process (a survey of consumers of Humble Coffee Majalengka) simultaneously or partially.

The research method used is descriptive and verification with a total sample of 90 respondents. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing and coefficient of determination.

The results showed that there was a positive and significant influence between advertising and price on the purchasing decision process. The magnitude of the influence of advertising and price on the purchasing decision process simultaneously is 58.2% and the remaining 41.8% is influenced by other variables that are not careful. Partially, the effect of advertising on the purchasing decision process is 37.4%, and the effect of price on the purchasing decision process is 20.8%, so it can be concluded that advertising has the greatest influence on the purchasing decision process.

Keywords: Advertising, Price, and Purchase Decision Process