

ABSTRACT

The culinary industry is included in the three largest sub-sectors with the lowest decline, especially in the coffee shop business. When compared to other businesses in the culinary industry, the coffee shop experienced the biggest decline. The decline in sales at Café Tahura shows that there is an Influence of Price and Location on the Purchasing Decision Process (Survey on Cafe Tahura Coffee Punclut Consumers) either simultaneously or partially.

The research method used is descriptive and verificative with a total sample of 83 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 result showed that there was a positive and significant influence between price and location on the purchasing decision process. The magnitude of the influence of price and location on the purchasing decision process simultaneously is 69,2% and the remaining 30,8% is influenced by other variables that are not careful. Partially, the effect of price on the purchasing decision process is 34,9% and the effect of location on the purchasing decision process is 34,3%, so it can be concluded that price has the greatest influence on the purchasing decision process.

Keywords: Price, Location, and Purchase Decision Process