

ABSTRACT

The culinary industry sector in the city of Bandung is a sector that has experienced a decline in contribution between the two dominant subsectors, namely the craft industry and the fashion industry. The development of the culinary business is based on online purchasing systems that compete in offering service features. The online food delivery service ShopeeFood experienced a decline in sales which had an impact on the purchasing decision process.

This research aims to determine the influence of product diversity and price on the purchasing decision process for online food delivery ShopeeFood (survey of Management Study Program Students, Faculty of Economics and Business, Pasundan University) simultaneously or partially. The research method used was descriptive and verification method with a sample size of 100 respondents. Testing research instruments uses validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The research results show that there is a positive and significant influence. The magnitude of the influence of product diversity and price on the simultaneous purchasing decision process is 87.6%. Partially, the magnitude of the influence of product diversity on purchasing decisions is 40.5% and price on the purchasing decision process is 47.1%, so it can be concluded that price has the greatest influence on the purchasing decision process.

Based on the results of the analysis, the researcher suggests that the company re-evaluate the variety of products available and the determination of sales prices in the consumer purchasing decision process.

.Keywords : Price, Product Assortment and Purchase Decision Process