

ABSTRACT

The city of Bandung is a city that is famous for its potential for creative industry, especially in the culinary field, moreover its people always uphold high taste, to support this need, in the city of Bandung itself, many bakery outlets have mushroomed, one of which is Bandung Kunafe Cake. This research aims to determine the influence of price and celebrity endorser on purchasing decisions for Bandung Kunafe Cake products (survey of Bandung Kunafe Cake consumers) simultaneously or partially. The number of respondents in this study was 96 people. The research method used is descriptive and verification methods. Testing research instruments uses validity and reliability tests. The data analysis methods used are multiple linear regression analysis, multiple correlation analysis and coefficient of determination. The results of this research show that partially and simultaneously there is an influence between price and celebrity endorser on purchasing decisions. The magnitude of the influence of price and celebrity endorser on purchasing decisions simultaneously is 51.7% and the remaining 48.3% is influenced by other variables not studied such as product and location. Partially, the influence of price on purchasing decisions is 30.82% and the influence of celebrity endorsers on purchasing decisions is 20.88%, so it can be concluded that celebrity endorsers have the greatest influence on purchasing decisions.

Keywords: Price, Celebrity Endorser, Purchase Decision

