

ABSTRACT

The business development in Indonesia is progressing towards improvement, marked by the growing culinary business. However, the increase in the number of cafe-type culinary businesses in the city of Bandung is not very significant. One cafe in the central area of Bandung, namely Cafe Seinkiri, is struggling to compete with other cafes in its vicinity. This phenomenon prompted researchers to conduct a study titled "The Influence of Product Quality and Price on Consumer Purchase Decisions at Cafe Seinkiri." According to Kotler and Keller (2018), product quality and price are crucial factors in consumer purchase decisions. This research aims to determine the simultaneous and partial influence of product quality and price on consumer purchase decisions at Cafe Seinkiri. The research method employed is a descriptive and verificative approach with a sample size of 100 respondents. The research instruments were tested for validity and reliability. The data analysis methods used include multiple linear regression analysis, multiple correlations, and the coefficient of determination. The results indicate a positive and significant influence between product quality and price on consumer purchase decisions. The combined influence of product quality and price on consumer purchase decisions is 77%, with the remaining 23% influenced by other unexamined variables. Meanwhile, the partial influence of product quality on consumer purchase decisions is 50%, and the influence of price is 27%.

Keywords: Product Quality, Price, and Consumer Purchase Decisions.