

ABSTRACT

This study aims to determine the effect of price and promotion on purchasing decisions at Nangorian Coffee. The research method used is descriptive and verification method, the sampling technique used is non probability sampling, namely accidental sampling with a sample size of 83 respondents. As for the data collection techniques used in this study, namely observation, interviews and distributing questionnaires and for the analysis methods used include multiple linear regression, multiple correlation, simultaneous determination coefficient and partial determination coefficient.

The results of this study indicate that price and promotion simultaneously have a contribution or influence on consumer purchasing decisions by 56.1%. Partially, the effect of price on consumer purchasing decisions is 25.7% and the effect of promotion on consumer purchasing decisions is 30.4%. The rest is influenced by other variables that are not examined, so it can be concluded that promotion has the greatest influence on consumer purchasing decisions.

Keywords: Price, Promotion, Purchase Decision