

## ABSTRAK

Industri kuliner termasuk pada tiga subsektor terbesar yang penurunannya paling rendah, terutama pada bisnis usaha *coffee house* jika dibandingkan dengan bisnis lain di industri kuliner, *coffee house* mengalami penurunan yang paling besar. Penurunan penjualan pada Rootwick Café menunjukkan bahwa adanya pengaruh media sosial dan harga terhadap proses keputusan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh sosial media dan harga terhadap proses keputusan pembelian (survei pada konsumen Rootwick Cafe Sumedang) secara simultan maupun parsial. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel sebanyak 90 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, uji hipotesis dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara media sosial dan harga terhadap proses keputusan pembelian. Besarnya pengaruh media sosial dan harga terhadap proses keputusan pembelian secara simultan 64,4% dan sisanya 35,6% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh media sosial terhadap proses keputusan pembelian sebesar 40%, dan pengaruh harga terhadap proses keputusan pembelian sebesar 24,4%, sehingga dapat disimpulkan bahwa media sosial memberikan pengaruh paling besar terhadap proses keputusan pembelian.

**Kata kunci : Media Sosial, Harga, dan Proses Keputusan Pembelian.**

## **ABSTRACT**

*The culinary industry is included in the three largest sub-sectors with the lowest decline, especially in the coffee house business. When compared to other businesses in the culinary industry, the coffee house experienced the biggest decline. The decline in sales at Rootwick Cafe shows that there is an influence of social media and price on the purchasing decision process. This study aims to determine the effect of social media and price on the purchasing decision process (a survey of consumers of Rootwick Café Sumedang) simultaneously or partially. The research method used is descriptive and verification with a total sample of 90 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 results showed that there was a positive and significant influence between social media and price on the purchasing decision process. The magnitude of the influence of social media and price on the purchasing decision process simultaneously is 64.4% and the remaining 35.6% is influenced by other variables that are not careful. Partially, the effect of social media on the purchasing decision process is 40%, and the effect of price on the purchasing decision process is 24.4%, so it can be concluded that social media has the greatest influence on the purchasing decision process.*

**Keywords: Social Media, Price, and Purchase Decision Process**