

ABSTRAK

Jumlah transaksi penjualan Ulin *Coffee and Eatery* mengalami fluktuasi yang cenderung menurun. Penurunan ini disebabkan oleh proses keputusan pembelian konsumen yang dipengaruhi oleh faktor-faktor, seperti persepsi harga, lokasi, dan kualitas pelayanan. Maka penelitian ini dilakukan untuk menguji dan menganalisis seberapa besar pengaruh persepsi harga, Lokasi, dan kualitas pelayanan terhadap proses keputusan pembelian pada *Cafe Ulin Coffee and Eatery* Kabupaten Bandung Barat. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel yang telah dilakukan. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linear berganda, korelasi berganda, uji hipotesis, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara persepsi harga, Lokasi, dan kualitas pelayanan terhadap proses keputusan pembelian baik secara simultan maupun parsial. Besarnya pengaruh persepsi harga, Lokasi, dan kualitas pelayanan memberikan kontribusi yang dominan terhadap proses keputusan pembelian konsumen.

Kata kunci: Persepsi Harga, Lokasi, Kualitas Pelayanan, dan Proses Keputusan Pembelian

ABSTRACT

The number of sales transactions of Ulin Coffee and Eatery experienced fluctuations that tended to decrease. This decrease was caused by the consumer purchasing decision process which was influenced by factors such as price perception, location, and service quality. Therefore, this study was conducted to test and analyze how much influence price perception, location, and service quality have on the purchasing decision process at Ulin Coffee and Eatery café in West Bandung Regency. The research method used is descriptive and verification method with the number of samples that have been carried out. Testing of research instruments 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 of the study indicate that there is a positive and significant influence between price perception, location, and service quality on the purchasing decision process both simultaneously and partially. The magnitude of the influence of price perception, location, and service quality provides a dominant contribution to the consumer purchasing decision process.

Keywords: Price Perception, Location, Service Quality, and Purchasing Decision Process