

ABSTRACT

The development of the culinary industry in Bandung City, Café Goffee Doughnuts & Coffee Dipatiukur faces challenges in the form of fluctuations and declines in sales volume and consumer numbers in the last six months. This is indicated by consumer complaints about unresponsive service and perceptions that prices are not fully in line with the benefits received. Therefore, this study aims to analyze the influence of people and price on the purchasing decision process at Café Goffee Doughnuts & Coffee Dipatiukur Bandung. This study uses a quantitative approach with descriptive and verificative methods on 100 respondents selected through purposive sampling. Data collection was conducted using a Likert scale questionnaire. The instruments were tested for validity and reliability. The data analysis methods used were the Method of Successive Interval (MSI), multiple linear regression, multiple correlation, coefficient of determination, and simultaneous hypothesis testing (F test) and partial hypothesis testing (t test). Statistical data processing was carried out using SPSS software. The results showed that partially, people had a significant positive effect on the purchase decision process of 33.9%, while price had a significant positive effect of 29.4%. Simultaneously, people and price contributed 63.3% to the purchase decision process, while the remaining 36.7% was influenced by independent variables.

Keywords: People, Price, and Purchasing Decision Process, Café Goffee Doughnuts & Coffee