

ABSTRACT

Kopi Progo is one of the coffee themed cafe in Progo Street Bandung. The last few years, the number of cafe with coffe as its theme is showing a progress in Bandung. Many cafe and restaurants appear in Progo street itself. All along 2014, Kopi Progo had a decreasing fluctuation in the number of their consumers and the average of decreasing was 9,44%. This phenomenon forced management to maintain and attract more consumers in high culinary competition. The purpose of this research is to know how product quality, price, promotion and service quality in Kopi Progo and how the effect of those variables towards purchase decision process.

This research used product quality variable with performance, feature, conformance and aesthetics dimensions. Price variable with affordability price and suitability price with product quality indicators. Promotion was measured by advertising, publicity and word of mouth. Service quality with tangible, empathy, responsiveness, reability dan assurance dimensions. Purchase decision process consisted of: recognition of needs, alternative evaluation, purchase decision, and after purchase behavior.

This research took 100 respondents as sample and data was collecting by distributing questionnaire. The research was descriptive and causal research with quantitative method. Data was analyzed using multiple linear regression.

The result of this research showed that product quality had good value category at 75,15%, price also had good value category at 75%, promotion had netral value category at 59,8%, service quality had good value category at 74,8%, and purchase decision process had good value category at 74,5%. Product quality, price, promotion and service quality had significant affected towards purchase decision process simultaneously in Kopi Progo Bandung at 55,1%. And it was concluded that only product quality, price, and service quality had significant affected towards purchase decision process partially.

Keywords: Price, Product Quality, Promotion, Purchase Decision Process, Service Quality.