

ABSTRACT

Oyster Seafood is one of company that concern in the processing of seafood in the city of Bandung. Oyster Seafood has got minus growth of (11.41%). According to the opinion of the owner of Oyster Seafood, this is because the price value is not yet competitive compared to other restaurants, sales promotion that less than optimal and passive social media communication, therefore reducing consumer purchase decisions at Oyster. Seafood. Based on the information, further research is needed to determine the cause of the decline in sales at Oyster Seafood.

The research was conducted at Oyster Seafood Jl. Cimanuk No. 5A Bandung City. The purpose of this study was to analyze the effect of price value, sales promotion and social media communication on consumer purchase decisions at Oyster Seafood in an effort to increase sales.

The method used in this research is quantitative method. The sampling technique used non-probability sampling with purposive sampling type aimed at Oyster Seafood consumers through direct distribution of questionnaires at Oyster Seafood with a total of 100 respondents. The data analysis technique used is descriptive and causal analysis. Data were processed using Partial Least Square (PLS) with SmartPLS software version 3.3.2.

The results showed that the respondents assessment of price value, sales promotion, social media communication and purchase decisions at Oyster Seafood were in the good category. Hypothesis test results show that price value has a significant positive effect on purchase decisions by 24.1%, sales promotion has a significant positive effect on purchase decisions by 21.0%, social media communication has a significant positive effect on purchase decisions by 30.4% and price value, sales promotion and social media communication has a significant positive effect on purchase decisions then purchase decisions can be explained as much as 75.6% by price value, sales promotion and social media communication.

The conclusion of this research is that there is a significant positive effect of the variables used both partially and simultaneously. Therefore, the suggestion for Oyster Seafood is to improve communication methods through social media so that messages can be conveyed properly, adjust promotional gifts given to customers by conducting trend analysis that is currently popular and conducts price surveys of similar restaurants regularly so that the prices can be set more competitive.

Keywords: *Price Value, Sales Promotion, Social Media Communication, Purchase Decision*