

ABSTRACT

This research is motivated by the rapidly increasing business growth in the city of Padang, especially in the culinary field. The development of restaurants that continues to increase makes business competition in the city of Padang quite competitive so that culinary business people are required to think creatively and continue to innovate their products in carrying out the right strategy to attract the attention of consumers. Aroma Kitchen Restaurant implements a strategy by offering affordable prices, good service quality so that consumers are interested in making purchasing decisions. This study aims to determine and analyze how the influence of price and service quality on consumer purchasing decisions at Aroma Kitchen Restaurant in Padang City.

The research method used in this research is quantitative with descriptive analysis and causality with the restaurant consumer population. The sampling technique used was non-probability sampling with purposive sampling type and the number of respondents was 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The price at Aroma Kitchen Restaurant reached a value of 79.1%, this indicates that the price is in the good category. The quality of service at Aroma Kitchen Restaurant reached a value of 79.3%, and was included in the good category. The purchase decision at Aroma Kitchen Restaurant reached a value of 80.12% and was in the good category. The results of this study indicate that based on the variables measured simultaneously, namely price and service quality, it has a positive and significant effect on purchasing decisions. Meanwhile, the partially measured variables, namely price and service quality, affect purchasing decisions by 71.91% while the remaining 28.09% is influenced by other factors not examined in this study.

Keywords: Price, Service Quality, Purchase Decision