

## ABSTRACT

The rise of the coffee shop business has caused competition to become more intense. Each is trying to provide better facilities. Coffee shops or cafes in Indonesia, today have changed the way Indonesians drink coffee from just a daily routine in the household and entertaining guests, to a modern business. From December 2021 to February 2022, there was a significant decrease in revenue at UP'S Coffee & Eatery. This study aims to find out how much influence Perceived Quality and Price have on Purchasing Decisions on UP'S Coffee & Eartery. This research was conducted on customers who had visited UP'S Café.

This study aims to find out how much influence perceived quality and price have on purchasing decisions on UP'S *Coffee & Eartery*. This research was conducted on customers who had visited UP'S Café. This study used a descriptive robust study by sampling using a method with a total sample of 100 visitors to ups café. The analytical techniques used are descriptive analysis and multiple linear analysis.

Based on the results of the f test, the variables perceived quality and price have a significant effect on the purchasing decision as evidenced by the calculation of  $F_{\text{hicalc}} 9,052 > F_{\text{tabel}} 3.09$ . Based on the results of the t test, it was found that perceived quality and price had a significant effect on purchasing decisions at UP'S Café. Meanwhile, based on the results of the coefficient of determination, it is stated that Perceived Quality and Price affect purchasing decisions by 94% while the remaining 6% are influenced by other factors from this study.

Based on this research, it can be concluded that UP'S Café consumer responses to the Perceived Quality and Price variables have a good percentage. suggestions for UP'S Café to improve perceived quality and adjust prices to improve purchasing decisions on UP'S *Coffee & Eatery*

Keywords: *Perceived Quality, Price, And Purchase Decision.*