

ABSTRACT

The rapid development of business in the culinary field which has resulted in changes in consumer behavior, business people engaged in the same field must be able to implement strategies that can maintain and develop their business. One of the culinary businesses that is growing rapidly today is a café. One of the cafes that can be said to be quite famous in Bandung is Rooftop Coffe, in order for its business to remain competitive, Rooftop Coffee must develop a marketing strategy that can attract potential consumers and retain old consumers, but in the past year Rooftop Coffee has experienced a significant increase and decrease in sales. This shows that there is a decrease in consumers' purchasing decisions at Rooftop Coffee. However, the service marketing strategy that has been carried out by Rooftop Coffee is considered ineffective, this is shown by the existence of several negative reviews and recommendations through digital platforms regarding Rooftop Coffee, especially in the dimensions of price and physical evidence.

This research was conducted to determine the influence of Price and Physical Evidence on Purchasing Decisions at Rooftop Coffee Bandung. This research uses a quantitative method of descriptive type of research with multiple liner regression analysis techniques. The sample determination technique uses non-probability sampling type accidental sampling with the number of samples used as many as 100 respondents who are Rooftop Coffee consumers who have visited and purchased Rooftop Coffee products. This test was carried out using the help of SPSS 26.

Based on the results of the descriptive analysis in this study, the Price variable is included in the good category with an average percentage of 75.68%, while the Physical Evidence variable as a whole has an average percentage of 77.63% and the overall Purchase Decision variable has an average percentage of 52.28%. The result of this study is the influence of Price and Physical Evidence on Purchasing Decisions at Rooftop Coffee with the results of the t test of Calculating the Price (X1) $2,711 > t_{tabel} 1,987$ and for Physical Evidence (X2) $6,732 > t_{tabel} 1,987$ and using the f test it can be seen that Price and Physical Evidence Simultaneously affect the purchase decision. 66% while 34% are influenced by other factors that can influence purchasing decisions, one of which is other factors that are not studied such as location, people, promotions, products and processes.

Keywords: Price, Physical Evidence, and Purchasing Decision, Rooftop Coffee