

**THE INFLUENCE OF SERVICE QUALITY, PRICE PERCEPTION AND
PROMOTION ON THE PURCHASE DECISION OF KENANGAN
GADING COFFEE, SERPONG KAB. TANGERANG**

ABSTRACT

The purpose of this study was to analyze the effect of service quality, price perception and promotion on consumer purchasing decisions on Kopi Kenangan Gading Serpong Kab. Tangerang.

Kopi Kenangan is one of the contemporary coffee shop brands that has many fans in Indonesia, especially in Tangerang Regency. The analytical method in this study uses primary data, and the test phases carried out are validity, reliability, multiple linear regression, normality, heteroscedasticity, multicollinearity, t test (partial), f test (simultaneous), and r² test (coefficient of determination). The sample used in this study amounted to 110 respondents who live around Gading Serpong Kab. Tangerang and once bought Kopi Kenangan products.

The results of this study indicate that the variables of service quality, perceived price and promotion partially have a significant effect on the purchasing decision of Kopi Kenangan. Simultaneously it can be said that the variables of service quality, price perceptions and promotions have a significant effect on the purchasing decisions of Kopi Kenangan consumers. The most influential variable is the perceived price variable, as well as the service quality variable, perceived price and promotion, which can influence purchasing decisions by 60%, and the remaining 40% is influenced by other variables not included in the study.

Keyword: Service Quality, Price Perception, Promotion, Purchase Decision.

(xiii + 72 + Attachment)

Bibliography (2006-2021)