

ABSTRACT

As time goes by, many various kinds of businesses have begun to develop in Indonesia, one of which is the food business (culinary). Food Court is a dining place that consists of food counters that offer a variety of varied menus. This area is usually found in malls or shopping centers, modern offices, universities, or modern schools. Food Court is popular because culinary is more complete than other places to eat.

The purpose of this study was to determine and analyze the location and prices in Sukabirus food court, rental decisions and the influence of location and prices on rental decisions in Sukabirus food court.

This research uses quantitative methods with a descriptive-causality research type. Sampling was conducted using a non-probability sampling method using the Saturated Sample method, with a total of 17 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results showed that the location, price and rental decision variables were in a good category. The results of data processing and analysis also showed that Location (X1) and Price (X2) contributed to the Lease Decision (Y) of 51%. This shows that there are other variables that influence Lease Decisions in Sukabirus food court which are not part of this study.

The conclusion of this study, the location, and price of rental decisions in the Sukabirus food court are in the high category. However, there are some things that need to be improved, such as in the dimensions of the location, namely the Sukabirus Food Court parking lot that needs additional parking lots, especially for car parking. This research is expected to provide answers to the theoretical uses including contributions, scientific development, and further research.

Keywords: *location, price, and rental decision at Sukabirus food court.*