

ABSTRACT

The phenomenon of the food or beverage industry which currently has tight competition is the ice cream industry, the ice cream industry in Indonesia is currently still having the opportunity to increase its growth because it continues to experience an increase in consumption per capita along with increasing public awareness of healthy food and drinks, one of which is the company. which is engaged in the ice cream industry is Aice. Based on the pre-survey results, it was found that 165 people had consumed Aice, 52 of them answered that they often consumed Aice.

The purpose of this research is to find out and analyze how the product influences the purchasing decision, how the price affects the purchase decision, how the promotion influences the purchasing decision process, how the place influences the purchase decision, the amount of influence on the product, price, promotion and place simultaneously and partially on the purchase decision of Aice ice cream in Bandung.

This research uses quantitative methods. Sampling was carried out by Bernoulli with 100 respondents. The analysis technique used is descriptive analysis. The measuring instrument used is the classical assumption test and the analysis technique used to test the variables is multiple linear regression analysis, analysis of the coefficient of determination, and hypothesis testing which is processed using IBM SPSS Statistics software version 24.

Based on the results of descriptive analysis, it shows that the product variable is in the high category with a score (76.3%), the price variable is in the very high category with a score (87.16%), the promotion variable is in the high category with a score (77.95%), the variable place in the very high category with a score (84.97%) and the purchase decision process variable in the high category with a score (76.5%)

Based on the results of testing the hypothesis simultaneously that product, price, promotion, and place have a significant effect on the purchase decision of Aice ice cream in Bandung. While partially, it was found that the product, price and promotion had a positive and significant effect on the purchasing decision process while the place variable had no effect on the purchasing decision process.

Keywords: Product, Price, Promotion, Place, Purchase Decision Process.