

ABSTRACT

The rapid development of business in the culinary sector that results 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 Coffee, In order for its business to remain competitive, Rooftop Coffee must develop a marketing strategy that can attract potential customers and retain old consumers, but in the past year Rooftop Coffee is experiencing a significant increase and decrease in sales. This shows that there is a decrease in consumer purchasing decisions on Rooftop Coffee. However, also the service marketing strategy that has been carried out by Rooftop Coffee is considered less effective, this is shown by the existence of several negative reviews and complications through digital platforms about Rooftop Coffee, especially regarding prices.

This study was conducted to determine the effect of Price on Purchasing Decisions at Rooftop Coffee Bandung. This study used quantitative methods of descriptive research type with simple liner regression analysis techniques. The sampling technique uses non-probability sampling type purposive 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 performed using the help of SPSS 26

Keywords : Price, Purchase Decision, Rooftop Coffee