

## ABSTRACT

*The growth of the food and beverage industry continues to increase. Many culinary businesses have sprung up and continue to grow. One of the cities declared as a culinary tourism city is Bandung. Many places to eat in the city of Bandung are unique and interesting. Culinary in the city of Bandung has many types and one of the most famous is noodle-based dishes. One of the noodle-based culinary businesses in the city of Bandung is Mie Gacoan. Mie Gacoan was able to attract the public by achieving 1,500 bill orders in the first month. With the large number of sales of Gacoan noodles, the reviews of Mie Gacoan have increased. There are negative reviews and low ratings given by customers regarding the price and service of Mie Gacoan.*

*This study aims to determine the effect of price and service quality on purchasing decisions of Mie Gacoan. The method used in this study is a quantitative method with causal purposes. This study uses a non-probability sampling technique. The data collection technique used was primary data by distributing questionnaires using a Likert scale with a total of 385 respondents. The method used to process the data in this study is multiple linear regression using the SPSS (Statistical Program for Science) application.*

*From the results of the questionnaires and data management, this study shows that price has a partial effect on purchasing decisions on Mie Gacoan. Service quality has a partial effect on purchasing decisions on Mie Gacoan. Price and service quality have a simultaneous effect on purchasing decisions on Mie Gacoan by 35% and 65% are influenced by other variables outside the regression model of this study.*

***Keywords: Price, Service Quality, Purchase Decision***