

## ***ABSTRACT***

*The increasingly fierce business competition makes the business actors have to be able to think creatively in developing their business. Nowadays, one of the coffee shop that continues to grow is Brix Coffee and Kitchen. In Klaten, with the increasing number of coffee shop business, the owner must be able to develop strategies in order to survive. In this study, the factors observed are service quality, price, and purchase decision.*

*This study aims to determine the effect of service quality and price on purchase decision at Brix Coffee and Kitchen in Klaten. The metode of this study is using multiple linier regression which analyzed using IBM SPSS 25.0 with a total 385 respondents.*

*The result shows that there is a positive and significant effect between store atmosphere and price on purchase decision. Service quality valued 0.761 and significance of 0.000 on purchase decision while price valued 0.335 and significance of 0.000 on purchase decision. Based on the results of the study shows that service quality and Price partially and simultaneously affect purchase dication with a magnitude of the effect of 76,5%, the rest is influenced by other variables not examined in this study.*

**Keywords:** *Marketing management, service quality, price, purchase decision.*