

***The Influence of Price, Product Quality, and Promotion
on Consumer Purchasing Decisions
Coffee Shop Setara in Muncar District,
Banyuwangi***

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ABSTRACT

Indonesia as a developing country encourages business actors to understand Cafe Setara is one of the cafes located in Banyuwangi Regency, Muncar District, this cafe is often visited by several people, especially the general public. The purpose of the study is to test and analyze the influence of price, product quality, and promotion partially on the purchasing decision of Setara Muncar coffee shop, Banyuwangi District, to test and analyze the influence of price, product quality, promotion simultaneously on the purchasing decision of Setara Muncar coffee shop, Banyuwangi District. The research method used is a survey. The research population is 40 respondents of Setara Coffee Shop consumers. The results of the study, namely partial regression testing, obtained the following results: Price variables (X1) and Product Quality (X2) partially have a significant effect on the dependent variable, namely Purchase Decision (Y). Promotion variables (X3) partially have no significant effect on the dependent variable, namely Purchase Decision (Y). Simultaneous regression testing obtained the results that Price variables (X1), Product Quality (X2) and Promotion (X3) have a significant effect on the independent variable, namely Purchase Decision (Y).

Keywords: *Price, Product Quality, Promotion, and Purchase Decision*