

***Analysis of the Influence of Price and Service Quality on Purchasing Decisions at Lapis Kukus Tugu Malang in Probolinggo Regency***

***Dwi Putri Zulaikha***

*International Marketing Management Study Program*

*Business Department*

***ABSTRACT***

*This study aims to analyze the influence of price and service quality on purchasing decisions at Lapis Kukus Tugu Malang in Probolinggo Regency. This study used a quantitative approach with a survey method. Data were collected by distributing questionnaires directly to consumers who had previously made purchases. The variables studied consisted of price (X1) and service quality (X2) as independent variables, and purchasing decision (Y) as the dependent variable. The sampling method used was non-probability sampling with a purposive sampling approach, with 30 respondents determined by the Roscoe formula. The data analysis technique used was multiple linear regression with the help of SPSS version 26, and validity, reliability, and classical assumption tests were conducted. The results of the study indicate that price significantly influences purchasing decisions, service quality does not significantly influence purchasing decisions, and both price and service quality simultaneously influence purchasing decisions at Lapis Kukus Tugu Malang in Probolinggo Regency.*

*These findings indicate that an appropriate pricing strategy is a crucial factor in driving consumer purchasing decisions, while service quality needs to be improved to achieve a more optimal impact.*

*Keywords: Price, Service Quality, Purchasing Decision, Lapis Kukus Tugu Malang*

