

ABSTRAK

Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Di Warung Pinus Ciater Subang

Bisnis kuliner di Indonesia berkembang pesat seiring perubahan gaya hidup dan kebutuhan masyarakat. Wisata kuliner kini diminati karena menyajikan pengalaman makan yang dipadukan dengan suasana unik. Di tengah persaingan wisata kuliner, restoran merupakan salah satu bentuk usaha kuliner yang banyak dipilih oleh para pelaku bisnis sehingga memicu semakin tingginya persaingan, hal tersebut mendorong Warung Pinus Ciater Subang untuk dapat bersaing ditengah ketatnya persaingan saat ini dengan berusaha menciptakan keputusan pembelian konsumen melalui strategi penetapan harga yang tepat serta promosi yang menarik.

Tujuan dari penelitian ini adalah untuk mengetahui, mendeskripsikan dan menganalisis: (1) Kondisi harga, promosi, dan keputusan pembelian di Warung Pinus Ciater Subang, (2) Pengaruh harga dan promosi terhadap keputusan pembelian di Warung Pinus Ciater Subang, (3) Pengaruh harga terhadap keputusan pembelian di Warung Pinus Ciater Subang, (4) Pengaruh promosi terhadap keputusan pembelian di Warung Pinus Ciater Subang. Penelitian ini merupakan penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini sebanyak 11.629 konsumen. Teknik pengambilan sampel menggunakan *non-probability* sampling dengan jenis *incidental sampling* dan jumlah sampel sebanyak 100 responden. Pengumpulan data dilakukan melalui kuesioner, uji validitas dan reliabilitas. Teknik analisis data menggunakan regresi linier berganda, koefisien korelasi, koefisien determinasi dan uji hipotesis dengan bantuan aplikasi SPSS versi 22.

Berdasarkan hasil yang diperoleh menunjukkan bahwa kondisi harga di Warung Pinus Ciater Subang menurut jawaban responden berada pada kategori “Baik”, kondisi promosi di Warung Pinus Ciater Subang menurut jawaban responden berada pada kategori “Cukup Baik”, kondisi keputusan pembelian di Warung Pinus Ciater Subang menurut jawaban responden berada pada kategori “Cukup Baik” Secara parsial, baik Harga maupun Promosi berpengaruh signifikan terhadap Keputusan Pembelian. Secara simultan, Harga dan Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian di Warung Pinus Ciater Subang.

Kata Kunci: Harga, Promosi, Keputusan Pembelian

ABSTRACT

The Influence of Price and Promotion on Purchase Decision at Warung Pinus Ciater Subang

The culinary business in Indonesia is growing rapidly along with changes in lifestyle and community needs. Culinary tourism is now in demand because it presents a dining experience combined with a unique atmosphere. In the midst of competition in culinary tourism, restaurants are one form of culinary business that is chosen by many business people so that it triggers higher competition, this encourages Warung Pinus Ciater Subang to be able to compete in the midst of the current tight competition by trying to create consumer purchasing decisions through the right pricing strategy and attractive promotions.

The purpose of this study was to determine, describe and analyze: (1) Price conditions, promotions, and purchasing decisions at Warung Pinus Ciater Subang, (2) The effect of price and promotion on purchasing decisions at Warung Pinus Ciater Subang, (3) The effect of price on purchasing decisions at Warung Pinus Ciater Subang, (4) The effect of promotion on purchasing decisions at Warung Pinus Ciater Subang. This research is descriptive and verification research with a quantitative approach. The population in this study were 11,629 consumers. The sampling technique used non-probability sampling with incidental sampling type and the sample size was 100 respondents. Data collection was carried out through questionnaires, validity and reliability tests. The data analysis technique uses multiple linear regression, correlation coefficient, coefficient of determination and hypothesis testing with the help of the SPSS version 22 application.

Based on the results obtained, it shows that the price condition at Warung Pinus Ciater Subang according to the respondents' answers is in the "Good" category, the promotion condition at Warung Pinus Ciater Subang according to the respondents' answers is in the "Good Enough" category, the condition of purchasing decisions at Warung Pinus Ciater Subang according to the respondents' answers is in the "Good Enough" category. Partially, both price and promotion have a significant effect on purchasing decisions. Simultaneously, Price and Promotion have a positive and significant effect on Purchasing Decisions at Warung Pinus Ciater Subang.

Keywords: Price, Promotion, Purchase Decision