

## ABSTRAK

Industri makanan dan minuman di Indonesia khususnya di Bandung mengalami pertumbuhan pesat yang membuat persaingan antar pelaku usaha makanan dan minuman di sector Café yang didalamnya menjual makanan dan minuman, termasuk Café Bayang Healing space. Dalam usaha mempertahankan dan meningkatkan kepuasan pelanggan, café ini menghadapi tantangan fluktuasi penjualan setiap bulan akibat promosi dan harga yang belum memenuhi harapan pelanggan. Penelitian ini bertujuan untuk mengetahui, mendeskripsikan, dan menganalisis promosi, harga dan keputusan pembelian di café Bayang Healing space. Metode yang digunakan adalah pendekatan kuantitatif dengan analisis deskriptif dan verifikatif. Sampel penelitian terdiri dari 87 responden pelanggan. Hasil penelitian menunjukkan bahwa promosi dan harga berpengaruh secara simultan dan parsial terhadap keputusan pembelian di Café Bayang Healing Space. Berdasarkan analisis Uji t dan Uji F ketiga variable berpengaruh baik secara simultan maupun parsial. Penelitian ini berbeda dengan penelitian sebelumnya dalam hal lokasi, sampel, hasil penelitian.

Kata Kunci : Promosi, Harga dan Keputusan Pembelian



## ABSTRACT

*The food and beverage industry in Indonesia, particularly in Bandung, has experienced rapid growth, leading to intense competition among food and beverage businesses in the café sector, including Café Bayang Healing Space. In an effort to maintain and enhance customer satisfaction, this café faces the challenge of fluctuating monthly sales due to promotions and pricing that do not yet meet customer expectations. This study aims to identify, describe, and analyze promotions, pricing, and purchasing decisions at Café Bayang Healing Space. The research employs a quantitative approach with descriptive and verification analysis. The study sample consists of 87 customer respondents. The results indicate that promotions and pricing simultaneously and partially influence purchasing decisions at Café Bayang Healing Space. Based on the t-test and F-test analysis, all three variables significantly impact purchasing decisions both simultaneously and partially. This research differs from previous studies in terms of location, sample, and findings.*

**Keywords:** Promotion, Price, Purchasing Decision

