

ABSTRACT

The phenomenon in this study is that with the increasing number of consumer demands for culinary products, it does not mean that it is easier for culinary business people to market their products, especially with the large number of similar business actors in the market. The problem in this study is that there has been a decrease in sales turnover from Eden International Daily Food for several months and it got worse during the Covid-19 pandemic. Based on the gap phenomenon and gap research obtained from previous research, it is assumed that the factors that influence the decline in purchasing decisions are price perceptions, perceptions of product quality and service quality. This study aims to analyze the effect of perceived price, perceived product quality and service quality on purchasing decisions.

The population used in this study were all consumers of Eden International Daily Food Semarang. The sampling technique used was purposive sampling. The sample taken is 96 Eden International Daily Food Semarang consumers who have eaten at least twice at Eden International Daily Food Semarang. The data collection method in this study used a questionnaire. Methods of data analysis using multiple regression.

Based on the results of price perceptions and product quality perceptions have a positive effect on consumer purchasing decisions of Eden International Daily Food Semarang. Service quality does not affect consumer purchasing decisions of Eden International Daily Food Semarang.

Keywords: price perception, perceived product quality, service quality, purchasing decisions