

ABSTRACT

In this modern era, humans prefer fast food because of their high mobility. One type of food that is currently in great demand by the public is frozen food. There is a high demand factor, making frozen food a business opportunity that has good prospects at this time. A marketing strategy and approach to the right consumer is needed for the company to continue to grow. In this study, researchers are interested in analyzing the influence of perceived price, service quality, and product quality variables on purchasing decisions with consumer satisfaction as an intervening variable. This research was conducted at 3 frozen food outlets in Banyumanik District, Semarang City. The sample in this study amounted to 116 respondents, the technique taken was a non-probability sampling technique and used a purposive sampling method in determining the sample. The data used in this study are primary and secondary data. Primary data comes from respondent's questionnaire, while secondary data comes from related journals and books. The results showed that the perceived price, service quality, and product quality variables had a positive and significant effect on consumer satisfaction, and the consumer satisfaction variable had a positive and significant effect on purchasing decisions.

Keywords: Perceived price, service quality, product quality, customer satisfaction, purchase decision.