

ABSTRACT

The fast-food restaurant industry in Indonesia has experienced rapid growth, marked by the emergence of various local brands capable of competing in the market, one of which is Richeese Factory. Within this competitive dynamic, understanding consumer behavior becomes essential for business sustainability, particularly in urban areas such as Semarang City, which has diverse demographic characteristics. This study aims to analyze the preferences of Muslim and non-Muslim communities in Semarang City by examining the influence of Product Price, Competitor Price, and Taste on purchasing decisions at Richeese Factory.

This research employs a quantitative method with primary data obtained through questionnaires. The study population consists of residents of Semarang City, with the sampling technique using Proportional Random Sampling. The total sample consists of 152 respondents, including consumers who have purchased products from Richeese Factory as well as its competitors. Data analysis was conducted using Binary Logistic Regression processed with IBM SPSS Statistics 26 to determine the relationships among the research variables.

The results indicate that Product Price and Competitor Price do not have a significant influence on purchasing decisions at Richeese Factory. This suggests that for consumers in Semarang, price and price comparison with competitors are not the main determinants of purchase decisions. Conversely, the Taste variable is shown to have a significant influence on purchasing decisions. This conclusion confirms that, in the context of Richeese Factory, consumer preferences are more strongly driven by taste compatibility than by price considerations alone.

Keywords: Fast-food restaurants, purchasing decisions, price, taste, binary logistic regression.