

## ABSTRACT

The food industry lately become a reference glimpsed by employers because its potential is quite large. Food entrepreneurs are always competing to build the public perception. Many companies implement specific strategies to influence consumer purchasing decisions. A company should strive to meet the needs of consumers. These activities aim to influence consumer purchase decisions so as to achieve the maximum profit in the sale.

The population in this study were all employees of Special Warung Bebek Goreng mainstay Semarang. In this study, the study population refers to consumers who never make purchases at the point Deals Fried Duck mainstay Semarang unknown number. In consideration of the population is too much, this research is based on sampling.

The results showed that the perception of positive and significant effect on the price of the Purchase decisions. Based on calculations using SPSS and curves image above, where  $t$  table  $t$  8.817 1.985 whereas, means  $t > t$  table with a significant level of 0,000 then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive influence between price perception variable (X1) to the Purchasing decision. Promotion of a positive influence on the Purchasing decision. Based on calculations using SPSS and curves image above, where  $t$  table  $t$  4.107 1.985 whereas the mean  $t$  count  $> t$  table with a significant level of 0,000 then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there was no influence of variables Promotion (X2) against the decision of Purchase

Keywords: perception of price, promotion and purchasing decisions