

THE INFLUENCE OF PRICE, FLAVOR, AND LOCATION TOWARD CUSTOMERS PURCHASE DECISION OF CANDY CREPES FRANCHISE IN BENGKALIS CITY

Name of Student : Tiara sefiana
Student ID Number : 5404181134
Supervisor Lecturer : Wan JunitaRaflah, B. Sc., M. Ec. Dev

ABSTRACT

This study aims to determine how much influence of price, flavour, and location toward customers purchase decision inBengkalis city partially and simultaneously. This study uses quantitative methods using non-probability sampling method with purposive sampling. Data collection techniques were carried out using a questionnaire with a sample of 100 respondents, processing data using the SPSS IBM 23 application with multiple linear regression analysis testing which include validity test, reliability test, T test, F test, and coefficient of determination (R^2) The results showed that: (1) There was a positive and significant influence of price toward customer purchase decision of candy crepes franchise. (2) There is a positive and no significant influence of flavour toward customer purchase decision. (3) There is a positive and significant influence of location toward customer purchase decision.(4) The determinant coefficient (R^2) was 0,67. This means that the variable of price, flavour, and location have an effect on customer purchase decision by 61,7% while the remaining 38,3% is influenced by other variable not used in this study.

Keywords: Price, Flavour, Location, Customer Purchase Decision.