The effect of pricing on purchase decisions in Koultoura coffee

C Natasha¹ and A G Subakti²*

Hotel Management Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480
Email: agung_ghita@binus.ac.id

Abstract. Marketing mix were the main factors that were affecting purchase decisions; one of them was pricing. The customer felt that high pricing affects the purchase decision. This research was purposely to know the relations and impact of pricing toward purchase decisions at Koultoura Coffee, West Jakarta. The analysis method used was descriptive analysis and simple regression analysis. This research shows that there is an impact of pricing toward purchase decisions at Koultoura Coffee at 48% with the correlation at 0.692, which signifies the relationship between the two variables is strong. The purchase decision at Koultoura Coffee will increase if the pricing suits the customer’s capability.

Keywords: pricing, purchase decision, Koultura coffee

1. Introduction

The rapid development of the food and beverage industry in Indonesia has caused increasingly fierce competition. From the development of the food and beverage industry, business people are required to innovate more and have a competitive advantage to compete in related industries in terms of attracting customer purchasing decisions. There are many ways that can influence purchasing decisions, one of which is to implement a pricing strategy that is right for the target market.

Determining the price range on the menu and its determination strategy must be seen from the target market [1]. The selling price of each product must be accepted by the customer and remains profitable for the company. The right pricing strategy is vital in helping companies determine the desired profit. After pricing, the next essential element for companies to know is how customers perceive price-fixing that has been formed and implemented on the market today.

Price is one of the marketing mix principles, which is one of the determining factors in product purchases in addition to other factors. Consumers often assume that prices are an indicator of quality, and companies can reduce product quality to minimize costs, so higher prices are a sign of better quality [2]. Prices play an important role in customer purchasing decisions.

Back to the company’s main goal to obtain profits from its business results, it can be realized through the high level of customer purchasing decisions for the company’s products. Purchasing decisions are important because when a customer feels that the price given is right, they will not hesitate to make a transaction. Purchasing decisions are processes where consumers recognize the problem, find
information about a particular product or brand, and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision [3].

In this research, the researcher took the research object at Koultoura Coffee, West Jakarta, which had been established since 2013, a company engaged in food and beverage. Various kinds of food and drinks are provided in this place, ranging from Asian food to Western food, as well as coffee and non-coffee based beverage. Koultoura Coffee is located in a crowded residential area and close to the school environment, making it strategic and easy to reach by the target market, which is students. Besides that, being an instagramable place also makes this cafe much sought after by customers.

Koultoura Coffee, West Jakarta, has a mission to be a friendly restaurant that can embrace the surrounding customers to come and enjoy the products and atmosphere. However, from observations made by the author while running the internship program in the period of August 2017 to January 2018, there are obstacles that customers feel about high prices, which have an impact on purchasing decisions. Supported by reviews obtained from Zomato, online culinary sites, the constraints regarding pricing are the most dominant problems.

In the research conducted by [4] entitled “The Effect of Price, Brand Image and Word of Mouth on Consumer Purchasing Decisions”, requirements that must be fulfilled by a company to be successful in the competition are trying to create and retain customers by setting a pricing strategy that is good for consumers. To achieve these objectives, each company must strive to produce and deliver products that consumers want at a reasonable and appropriate price.

In a research journal entitled “The Effect of Marketing Mix on Purchase Decisions at Bamara Surabaya Restaurant”, it states that marketing mix strategies consisting of products, prices, promotions, places, and services have a significant and partial effect on consumer purchasing decisions [5]. Among these variables, prices have the most dominant influence in influencing consumer purchasing decisions.

Referring to all the things listed above, regarding the importance of prices formed in customers’ minds towards the prices given by the company, it has an impact on customer purchasing decisions to become an interesting phenomenon for the researcher. The formulation of the problem and the purpose of this research is to find out the pricing, the purchase decisions, and whether there is an influence between pricing for purchasing decisions at Koultoura Coffee, West Jakarta.

2. Research methodology

Research design is a design that is prepared before the research is carried out. The design of the research provides systematic guidance to researchers. The research method used in this research is quantitative research methods. Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, and quantitative / statistical quantitative/statistical predetermined hypotheses [6]. "This type of research is conducted using a descriptive problem formulation. Descriptive problem formulation is a formulation of a problem relating to the question of the existence of independent variables, both only on one variable or more (independent variables) [6].

In this research, the researcher also uses this type of research to formulate associative problem causal relationships. It is a research problem formulation that is asking about the relationship between two variables or more [6]. Causal relationships are causal relationships, so here are independent variables (variables that influence) and dependent (influenced). "In its implementation, the research method used by the researcher is an individual direct survey. Therefore, the researcher uses a questionnaire media, namely statements submitted in writing [6].

The population is a generalization region consisting of objects/subjects with certain qualities and characteristics set by researchers to be studied and then drawn conclusions [6]. In this research, the research population was Koultoura Coffee customers, West Jakarta. The population in Koultoura Coffee, West Jakarta in the period April 2017 to March 2018, is as many as 58,755 customers who came to Koultoura Coffee, West Jakarta.
The research sample is part of the number and characteristics possessed by the population [6]. This research takes a portion of all Koultoura Coffee, West Jakarta customers as respondents, called sampling techniques according to [6]. The sampling technique used in this research is probability sampling with a simple random sampling technique. Probability sampling is a sampling technique that gives the same opportunity for each element (member) of the population to be chosen as a sample member [6]. Simple random sampling is the taking of sample members from the population that is done randomly regardless of the strata that exist in the population [6]. According to [7], the technique of determining sample size from a population can use the Slovin formula.

The population in this research is obtained through the number of Koultoura Coffee customers has taken in the period April 2017 to March 2018, which is 58,755 people with an error rate of 10% (0,1). Through the results of calculations with the Slovin formula, the sample for this research was 99.83, which was rounded up to 100 respondents.

Data collection techniques can use primary sources and secondary sources. Furthermore, when viewed in terms of methods or techniques of data collection, the data collection techniques can be done by observation, questionnaire, literature study, and a combination of the three.

Primary sources are data sources that directly provide data to data collectors [6]. To get the primary source in this research, the technique used is an observation or direct observation. It is the activity of collecting data by conducting direct research on the environmental conditions of research objects that support research activities. So that a clear picture of the condition of the object of research is obtained [7] and the questionnaire, which is a technique of collecting data by giving a set of questions or written statements to the respondent to answer. The researcher collects data by giving written statements concerned with the research variables to the respondents [6].

Secondary sources are sources that do not directly provide data to data collectors, for example, through other people or documents [6]. To get secondary sources used for research, data collection techniques used are literature studies. It is by searching for guidebooks in the form of theories relating to the research title and related variables, and also by looking for references in the form of academic journals and previous thesis through the internet and library.

The research instrument takes measurements to produce accurate quantitative data, so each instrument must have a scale. The measurement scale is an agreement used as a reference to determine the length of the short interval that is in the measuring instrument that will produce quantitative data [6]. In this research, the researcher used a research instrument in the form of a questionnaire to collect data. The use of scale in this research instrument is by using a Likert scale.

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group about social phenomena [6]. With the Likert scale, the variables to be measured are translated into variable indicators. These indicators are then used as a starting point for compiling instrument items, which can be in the form of statements or questions. Each instrument's answer using the Likert scale has gradations from very positive to very negative [6].

The research variable is an attribute, nature, or value of a person. Objects or activities have certain variations determined by researchers to be studied and drawn conclusions [6]. Whereas, research variables are basically everything in the form of what is determined by researchers to be studied so that information about it is obtained, then conclude [6]. In this research there are two variables used, namely: 1. Independent Variables (X) are often referred to as stimulus variables, predictors, antecedents. It is a variable that affects or is the cause of the change or the emergence of the dependent variable. In SEM (Structural Equation Modeling), independent variables are referred to as exogenous variables [6]. Independent variable (independent) is a variable that becomes a cause or change/influence other variables (Dependent Variable) [7]. In this research, there is one independent variable:

\[\text{Pricing: Variable X}\]
2. Dependent variable (Y) is a variable that is influenced or which is due to the existence of independent variables [7]. In this research, the dependent variable is:

**Purchase Decision:** Variable Y

Validity is to show the extent to which a measuring instrument is able to measure that wants to measure [7]. To test the validity, the researcher uses Construct Validity that is relating to the ability of a measuring instrument in measuring the understanding of a concept that is measured [7]. Whereas to test valid validity or not, the researcher uses the product-moment correlation coefficient.

Reliability is to find out the extent to which measurement results remain consistent if measurements are made twice or more for the same symptoms by using the same measuring device [7]. In this research, the researcher used the consistency of internal reliability testing. This test was conducted by trying enough measuring instruments just once, then the data obtained is analyzed by certain techniques [7]. For reliability measurement techniques, the researcher uses the alpha cronbach technique.

The data analysis technique used in this research is a simple linear regression. This technique uses one independent variable and one dependent variable. In this research, the independent variable is Pricing, and the dependent variable is the Purchasing Decision. Descriptive statistics are used to analyze data by describing data that has been collected as it is without intending to make conclusions that apply to general or generalizations [6]. Simple linear regression is "one of the tools that can be used in predicting future demand based on past data or determining the effect of one independent variable on one dependent variable is to use linear regression [7]."

3. **Result and discussion**

3.1. **Pricing (X) validity test**

Based on the results of the validity test using the help of the SPSS version 24 program on variable X (Pricing) through 3 statements, the following results were obtained:

| Statements                                                                 | r count | r table | Note   |
|---------------------------------------------------------------------------|---------|---------|--------|
| The price of the food and beverage menu offered by Koultoura Coffee is according to my ability | 0.951   | 0.361   | Valid  |
| The price of the food and beverage menu offered by Koultoura Coffee is in accordance with the quality of its taste | 0.928   |         | Valid  |
| The prices of food and beverage menus offered by Koultoura Coffee compete with other coffee shops | 0.916   |         | Valid  |

If the Pearson correlation value is greater than the r table then it is declared valid [8]. Table 1 shows that three items from the test of variable X, namely Price Determination, are valid. This means that these statements have and are in accordance with this research.

3.2. **Purchase decision (Y) validity test**

Based on the results of the validity test using the help of the SPSS version 24 program on the Y variable (Purchase Decision) through 10 statements, the following results were obtained:
### Table 2. Variable Y (Purchase Decision) Validity Test Result

| Statements                                                                 | r  | r table | Note |
|---------------------------------------------------------------------------|----|---------|------|
| The desire to visit the Koultoura Coffee outlet, West Jakarta arose from my own personal needs | 0.831 | 0.361   | Valid |
| The desire to visit the Koultoura Coffee outlet, West Jakarta emerged from other people's advertisements and references | 0.746 | 0.361   | Valid |
| I get information about Koultoura Coffee, West Jakarta directly from Koultoura Coffee outlets and social media | 0.655 | 0.361   | Valid |
| Information about Koultoura Coffee, West Jakarta is easy to get from other people's experiences / reviews | 0.766 | 0.361   | Valid |
| Before making a purchasing decision at Koultoura Coffee, West Jakarta I have certain considerations such as the price offered | 0.674 | 0.361   | Valid |
| I visited Koultoura Coffee, West Jakarta after comparing with other coffee shops | 0.649 |  | Valid |
| I am sure that Koultoura Coffee, West Jakarta is able to fulfill my needs | 0.683 |  | Valid |
| The decision to visit Koultoura Coffee, West Jakarta, was taken without any doubt | 0.670 |  | Valid |
| I feel satisfied while at Koultoura Coffee, West Jakarta | 0.761 |  | Valid |
| I will visit Koultoura Coffee, West Jakarta again and recommend to others | 0.535 |  | Valid |

Source: Primary data processed (2018)

Table 2 shows that 10 items of statements from testing the Purchase Decision variable are valid. This means that these statements have and are in accordance with this research.

#### 3.3. Reliability test

Based on the results of the reliability test using the help of the SPSS version 24 program on variable X (Pricing) and Y Variable (Purchase Decision) through 13 statements, the following results were obtained:

### Table 3. Reliability Test Results of Variables X and Y

| Variable                  | Alpha Cronbach | Total Item | Information |
|---------------------------|----------------|------------|-------------|
| Pricing (X)               | 0.918          | 3          | Reliable    |
| Purchase Decision (Y)     | 0.881          | 10         | Reliable    |

Source: SPSS 24 Output Processed Products

The reliability test for the X variable (Pricing) was carried out using the Alpha Cronbach method. Data can be said to be reliable if the instrument reliability coefficient is greater than 0.6. From the table above, it can be seen that the value of Cronbach Alpha 0.918 0.6, thus all statements can be categorized as reliable and consistent in assessing the questionnaire.
The reliability test for the Y variable (Purchase Decision) was carried out using the Alpha Cronbach method. Data can be said to be reliable if the instrument reliability coefficient is greater than 0.6. From Table 3, it can be seen that the value of Cronbach Alpha is 0.881, higher than 0.6; thus, all statements can be categorized as reliable and consistent in assessing the questionnaire.

### 3.4. Descriptive analysis

In this research, the researcher distributed questionnaires regarding Pricing and Purchasing Decisions to respondents of 100 people. This questionnaire consists of 13 items in which statements represent the X variable (Pricing) and Y variable (Purchase Decision). In this questionnaire, there are five alternative answers that are processed using the SPSS 24 program.

#### 3.4.1. Descriptive analysis of variables X (Pricing)

At this stage, an analysis is carried out on the Pricing that has been given to 100 respondents. Some things that will be analyzed include three dimensions of Pricing, which are Customer Value-Based Pricing, Cost-Based Pricing, and Competition-Based Pricing.

| No | Statements                                                                 | N  | Min | Max | Mean |
|----|---------------------------------------------------------------------------|----|-----|-----|------|
| 1  | The price of the food and beverage menu offered by Koultoura Coffee, West Jakarta is according to my ability | 100 | 1   | 5   | 3.89 |
| 2  | The price of the food and beverage menu offered by Koultoura Coffee, West Jakarta is in accordance with the quality of its taste | 100 | 1   | 5   | 4.02 |
| 3  | The prices of food and beverage menus offered by Koultoura Coffee, West Jakarta compete with other coffee shops | 100 | 1   | 5   | 3.97 |
|    | **Average**                                                              |    |     |     | **3.96** |

Source: SPSS 24 Output Processed Products

Table 4 shows the data processing results of the Pricing (X), which has an overall mean value of 3.96 with the highest mean value of 4.02 in the second statement, namely, "The prices of food and beverage menu offered by Koultoura Coffee, West Jakarta are in accordance with the quality of its taste". From the results of the descriptive analysis above, it can be explained that the price of the food and beverage menu offered by Koultoura Coffee is in accordance with the quality of its taste because it uses high-quality raw materials so that the flavor offered is in accordance with customer expectations.

The lowest mean value of the indicator is 3.89 in item statement 1, namely, "The price of the food and beverage menu offered by Koultoura Coffee, West Jakarta is according to my ability". In this case, it can be explained that the price of the food and beverage menu offered by Koultoura Coffee is not in accordance with the customer's ability. Since it uses high-quality raw materials, it affects the high pricing that is offered. So, the price is not in accordance with the customer's ability.

#### 3.4.2. Descriptive analysis of variables Y (purchase decision)

At this stage, an analysis of the Purchase Decisions that have been given to 100 respondents is carried out. Some things that will be analyzed include five dimensions of purchasing decisions, namely: problem recognition, information search, evaluation of alternative, evaluation of alternative, and post-purchase behavior.
Table 5. Statistical Results of Variable Y Descriptive Test (Purchase Decision)

| No | Statements                                                                 | N   | Min | Max | Mean |
|----|----------------------------------------------------------------------------|-----|-----|-----|------|
| 1  | The desire to visit the Koultoura Coffee outlet, West Jakarta arose from my own personal needs | 100 | 2   | 5   | 4.13 |
| 2  | The desire to visit the Koultoura Coffee outlet, West Jakarta emerged from other people's advertisements and references | 100 | 2   | 5   | 4.16 |
| 3  | I get information about Koultoura Coffee, West Jakarta directly from Koultoura Coffee outlets and social media | 100 | 1   | 5   | 4.14 |
| 4  | Information about Koultoura Coffee, West Jakarta is easy to get from other people's experiences / reviews | 100 | 2   | 5   | 4.24 |
| 5  | Before making a purchasing decision at Koultoura Coffee, West Jakarta I have certain considerations such as the price offered | 100 | 2   | 5   | 4.27 |
| 6  | I visited Koultoura Coffee, West Jakarta after comparing with other coffee shops | 100 | 2   | 5   | 4.25 |
| 7  | I am sure that Koultoura Coffee, West Jakarta is able to fulfill my needs | 100 | 2   | 5   | 4.05 |
| 8  | The decision to visit Koultoura Coffee, West Jakarta, was taken without any doubt | 100 | 1   | 5   | 4.03 |
| 9  | I feel satisfied while at Koultoura Coffee, West Jakarta | 100 | 2   | 5   | 4.25 |
| 10 | I will visit Koultoura Coffee, West Jakarta again and recommend to others | 100 | 1   | 5   | 4.07 |

Average Mean: 4.16

Source: SPSS 24 Output Processed Products

Table 5 shows the data processing results Purchase Decision variable (Y) has an overall mean value of Table 11 with the mean value of the highest indicator of 4.27 in the fifth statement, namely, "Before making a purchase decision on Koultoura Coffee, West Jakarta I have certain considerations such as the price offered". From the results of the descriptive analysis above, it can be concluded that before making a purchasing decision on Koultoura Coffee, customers see and consider the price offered before finally deciding to buy.

The lowest mean value of the indicator is 4.03 on the 8th statement item, "I made a decision to visit Koultoura Coffee, West Jakarta without any doubt". In this case, it means that the decision to visit Koultoura Coffee is carried out by customers with doubts caused by the high pricing that affects the interest of customers to come to visit.

3.5. Simple linear regression analysis
3.5.1. Coefficient of determination

Table 6. Model Summary

| R   | R Square |
|-----|----------|
| .692 | .480     |

Source: Processed primary data (2018)
The model summary in Table 6 shows that the number from column R is the relationship between Pricing and Purchasing Decisions (correlation coefficient) is 0.692. It means a strong and direct or positive relationship between the work price setting and the Purchase Decision. R square states that the magnitude of the influence of Pricing on a Purchasing Decision (coefficient of determination) is 0.480. R square states that the magnitude of the influence of Pricing on a Purchasing Decision (coefficient of determination) is 0.480. This means that the magnitude of the influence of Pricing on Purchasing Decisions is 48.0%. In comparison, the remaining 52.0% (100% - 48.0%) is influenced by other variables not examined in this research.

3.5.2. Regression coefficient

Table 7. Regression Coefficient Test Results

| Coefficients* | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|---------------|-----------------------------|---------------------------|---|------|
| Model         | B | Std. Error | Beta |     |     |
| 1 (Constant)  | 20.988 | 2.218 | 9.462 | 0.000 |
| Pricing       | 1.734 | 0.183 | 0.692 | 9.502 | 0.000 |

a. Dependent Variable: Purchase Decision

Source: Processed primary data (2018)

Based on the table of regression coefficient test results, the regression equation to estimate the Purchase Decisions affected by Pricing is Y = 20.988 + 1.734 X, where Y is the Purchase Decision, and X is Pricing.

From the above equation, it can be analyzed that if Pricing without a Purchase Decision (X = 0), then the Purchase Decision is estimated at 20.988. If the value of Price Determination increases, it is estimated that the Purchase Decision will also increase. For example, if (X = 1) then Y = 20.988 + 1.734 (1), Y = 22.722 will be obtained so that the Purchase Decision can continue to increase along with the increase in Pricing.

From the results of data processing, the summary is as follows:

Table 8. Data Processing Results

| Variable Relationship | Correlation | Influence | Regression Equation | Significant Test |
|-----------------------|-------------|-----------|---------------------|------------------|
| X → Y                | 0.692 (Strong) | 48.0 % | Y = 20.988 + 1.734 X | Significant |

Source: Results of research data processing, 2018

To be able to provide an interpretation of the strength of the correlation relationship, the guidelines can be used as follows [6]:

3.5.3. Hypothesis Testing

1. Hypothesis testing is formulated as follows:
Ho: There is no significant influence between Pricing and Purchasing Decisions.
Ha: There is a significant influence between Pricing and Purchasing Decisions.

2. Decision-making:
   If, $t_{hitung} \leq t_{table}$ then Ho is accepted and Ha is rejected
   If, $t_{hitung} > t_{table}$ then Ho is rejected and Ha is accepted

   Obtained SPSS results $t_{count} = 9.502$
   And $t_{table}$ values are as follows:
   \[\begin{align*}
   \alpha & = 0.05 \\
   df & = n-k \\
   & = 100-2 \\
   & = 98 \\
   t_{table} & = 1.984 \text{ (based on the results of table t)}
   \end{align*}\]

   Since $t_{count} > t_{table}$, which is $9.502 > 1.984$ then Ho is rejected, which means that Ha is accepted because there is a significant effect between Pricing of Purchasing Decisions.

4. Conclusion and suggestions

4.1. Conclusion

The conclusions of the research on the Effect of Pricing on Purchasing Decisions in Koultoura Coffee, which has been carried out and explained in the previous chapter can be taken as follows:

1. Pricing at Koultoura Coffee is based on the research that the researcher did through observations and distributed questionnaires. It shows that the mean variable value is between neutral and agreed, so it can be stated that pricing at Koultoura Coffee, West Jakarta is quite well. Two factors influence pricing as a whole; this can be seen from the highest value in the X variable (Pricing) found in the "Cost-Based Pricing" dimension is the statement "The price of the food and beverage menu offered by Koultoura Coffee, West Jakarta is in accordance with the quality of the taste", which means the price of the food and beverage menu offered is in accordance with the quality of its taste because it uses high-quality raw materials, such as truffle oil, gherkin, mozzarella, and others so that the taste offered is in accordance with customer expectations. The lowest value found in the "Customer Value-Based Pricing" dimension in the statement, "The price of the food and beverage menu offered by Koultoura Coffee, West Jakarta is according to my ability", which means that the price of the food and beverage menu offered is not in accordance with the customer's ability because it uses high-quality raw materials. Hence, it influences the high pricing offered so that the price is not in accordance with the customer's ability. The majority of Koultoura Coffee, West Jakarta customers are students.

2. Purchasing Decisions at Koultoura Coffee is based on the research that the researcher did through observations and distributed questionnaires. It shows that the mean number of purchasing decision variables is between agreeing and strongly agree. It could be stated that the purchasing decision at Koultoura Coffee is good. Two factors influence overall Purchase Decisions, this can be seen from the highest value on the Y variable (Purchase Decision) found in the dimension "Evaluation of Alternative" is in the statement "Before making a purchasing decision on Koultoura Coffee, West Jakarta I have certain considerations such as the price offered". It means that before making a purchasing decision, the customer sees and considers the price offered before finally deciding to buy. The lowest value in the "Purchase Decision" dimension is in the statement "The decision to visit Koultoura Coffee, West Jakarta is without any doubt", which means that the customer decides to visit with doubts caused by high pricing affecting the interest of customers to come to visit.
3. The Influence of Price Determination on Purchasing Decisions at Koultoura Coffee is based on data processing results in the previous chapter. It shows that there is a significant influence between variables X and Y of 48.0%, which means that Pricing influences the Purchasing Decision. Moreover, there is a relationship between variables X and Y of 0.692, which means there is a strong relationship between pricing's effects on Purchasing Decisions. From the results of hypothesis testing, it was obtained that t_table was 1.984 and t_count was 9.502, where t_count > t_table, then Ho is rejected, which means that Ha is accepted and this proves that there is a significant influence between Pricing of Purchasing Decisions at Koultoura Coffee, West Jakarta.

4.2. Suggestion
Based on the results of the analysis and conclusions above, the suggestions that can be given to the management of Koultoura Coffee, Jakarta are:

1. Practical Suggestion
From the results of processing data on variable X (Pricing), it can be seen that the price of the food and beverage menu offered is in accordance with the quality of the taste but not in accordance with the ability of the customer, most of whom are students. Furthermore, from the results of data processing on the Y variable (Purchase Decision), it can be seen that before making a purchase decision, the customer has certain considerations such as the price offered. There is doubt in deciding to visit Koultura Coffee. Related to this, Koultoura Coffee, West Jakarta, has provided extra value to customers by providing discounts for students by showing student cards. Therefore, the researcher suggests that Koultoura Coffee, West Jakarta can also provide discounts by selling food packages for certain hours (happy hour), such as lunch or dinner hours for all customers.

2. Academic Suggestion
This research only uses one independent variable, which is Pricing, so this research is not able to explain the factors influencing the Purchasing Decision (Dependent) completely. Therefore, for further research, it is recommended to add other independent variables such as products, promotions, locations, and other marketing mix strategies.

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