

ABSTRACT

THE EFFECT OF PRICE AND PROMOTION ON PURCHASE DECISIONS MEDIATED BY CUSTOMER SATISFACTION AT KOPI KENANGAN

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This study aims to analyze the influence of price and promotion on purchasing decisions with customer satisfaction as a mediating variable. The coffee industry is increasingly growing in the coffee shop industry, especially Kopi Kenangan, which attracts customers. Coffee shops that provide food and drinks at affordable prices make customers interested. Quantitative research used in this study uses data collection techniques with Non-probability sampling and purposive sampling to select samples that can represent the unknown population. The data were collected through questionnaires involving respondents according to the characteristics of the study and using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 4.0 software as a method used in data analysis techniques. This study obtained results stating that price has a significant effect on customer satisfaction, price does not have a positive and significant effect on purchasing decisions, customer satisfaction has a significant effect on purchasing decisions, promotion has a significant effect on customer satisfaction, promotion has no significant effect on purchasing decisions, price has a significant effect on purchasing decisions mediated by customer satisfaction, promotion has a significant effect on purchasing decisions mediated by customer satisfaction.

Keywords: *Price, Promotion, Purchase Decision, Customer Satisfaction, Kopi Kenangan*