

ABSTRACT

HERNITA AMALLIYAH, Influence of Price Perception, Quality of Service, Product Diversity on Purchase Decision through Interest Buy Warunk Upnormal (Case Study in Grogol Region, Jakarta).(guided by Drs.Sugiyanto, MM).

This study aims to determine the effect of Price Perception (X1), Quality of Service (X2), Product Diversity (X3) to Purchase Decision (Y) through Buy Interest (Z) on Warunk Upnormal Grogol. The research method used in sampling is purposive sampling method with 223 respondents. The respondents of this study were people who had visited Warunk Upnormal Grogol. Data analysis technique is used in this research is Path Analysis.

The result of the research shows that price perception does not have an effect on purchasing decision and does not have an effect on purchasing decision, service quality has no effect to buying interest but influences to purchasing decision, product diversity influences buying interest but does not affect purchasing decision.

Kata kunci : Persepsi Harga, Kualitas Pelayanan, Keragaman Produk, Minat Beli dan Keputusan Pembelian.