

## **ABSTRACT**

### **THE INFLUENCE OF PACKAGING AND PRICE ON PURCHASE**

#### **DECISION OF KOPI KOPLAKAN PRODUCT**

*The development of food and beverage industry in Indonesia is has grown very rapidly from year to year. Food and beverage industry has large market share in Indonesia. Kopi Koplakan the company that runs in beverage industry with its product green coffee called Kopi Koplakan. The sales turnover of Kopi Koplakan kept on decreasing and only achieved its target on April and Mei during the January until August 2019 period. Kopi Koplakan decided to make a pra survey in order to find out the problem of Kopi Koplakan. After pra survey its already done, turns out that the problem of Kopi Koplakan is promotion and price. Because of this, the researcher want to make a research about the influence of promotion and price on purchase decision of Kopi Koplakan product. This research is due to find out the influence of promotion and price on purchase decision of Kopi Koplakan product. Variable that been used in this research is promotion and price as its variable independent, and buying decision as its variable dependent. This research uses quantitative methods and multiple linear regression as its analysis model. Sample of this research is 140 respondents and processed by using SPSS 23. The result of this research stated that promotion and price had positive infulence and significant influence on purchase decision of Kopi Koplakan product.*

**Keywords :** *Purchase Decisions, Promotion, and Price*