

ABSTRACT

Name : Joy Christian
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Title : THE INFLUENCE OF *SERVICESCAPE*, PRICE, AND SERVICE QUALITY ON PURCHASE DECISIONS (Study at *Konnichiwa Coffee shop*, Bekasi).

As we know that the population of *Coffee shop* at Jabodetabek is climbing rapidly, furthermore because of those activities there's a lot of *Coffee shop* get a war against price, service and also their ability to service customer. We could see a lot of *Coffee shop* with different concept and styles and how they serve their product. On this thesis the theory that is being used to support this thesis are the definition of *Servicescape*, Price, Service Quality, and Purchase Decisions along side with looking at the relation between *Servicescape* to Purchase Decision, Price to Purchase Decision, and also Service Quality over Purchase Decision. The object that was about to be researched were Kopi *Konnichiwa's* Branch at Bekasi. This Thesis is a clausal thesis which means researcher are using questionnaire as their object to obtain data. To process those raw data that has been obtain researcher used SPSS software ver.25 to obtain a precise result. The output that has been obtain by SPSS is that *Servicescape*, Price, and Service Quality to have a strong bond into Purchase Decisions.

The result of this Thesis is, we could found that there's a strong connection between *Servicescape*, Price and the result of this thesis that every aspect of *servicescape*, price, and service quality plays a big role on Purchase Decision because the greater those *servicescape*, price, and service quality the greater there will be a purchase decision

Keywords: Servicescape, Price, Service Quality, Purchase Decisions, Coffee shop