

ABSTRACT

The food and beverage industry is growing rapidly. The attractiveness of this industry in Indonesia is very strong, this makes business opportunities in the food and beverage sector have mushroomed and are promising. Supported by the increasing number of franchise business offers that are quite easy to do and new types of culinary such as contemporary drinks, coffee shops, and so on. Old culinary types such as processed chicken, pizza, and other fast food also innovate unique flavors and appearances to attract the millennial generation's interest. One of them is Pizza Hut. According to financial report data, sales have decreased since 2020 and 2021, in addition, data on the Top Brand Index has decreased for 3 consecutive years in 2017, 2018, and 2019. In addition, there are inconsistencies in the results of research on the relationship of Product Quality to Purchasing Decisions. Because of these problems, this research was carried out. This study aims to analyze and prove the influence of Price Perception, Product Quality, and Promotion on Purchasing Decisions through Buying Interest as an Intervening Variable (Study on Pizza Hut Customers in Semarang City.)

The population used in this study were consumers who had purchased Pizza Hut in Semarang City. The number of samples in this study was 150 samples. Data collection in this study used questionnaires, and data analysis tools using SEM (Structural Equation Model) and processed with the AMOS program.

The results of this study show that Price Perception has a positive and significant effect on Buying Interest, Product Quality has a positive and significant effect on Buying Interest, Promotion has a positive and significant effect on Buying Interest, and Buying Interest has a positive and significant effect on Buying Interest.

Keywords: Price Perception, Product Quality, Promotions, Buying Interest, Purchasing Decisions

