

## **ABSTRACT**

*Accelerate in culinary business development at Semarang City impacted to more business competition. The more competitive make culinary businessman like Cowek Lonyot restaurant have to do some efforts so the consumer still doing purchasing both impulsive buying or not. This research purpose to analyzing the effect of food menu innovation and social media promotion to price perceived and impulsive buying, and effect of price perceive to impulsive buying at Cowek Lonyot restaurant at Semarang.*

*This research was quantitative research which using primary data from questionnaire was share to respondent. The research population was customer or consumer of Cowek Lonyot restaurant with research sample among 100 person. Sample taken using simple purposive sampling technique. Research data been analyzed by Partial Least Square – Structural Equation Modeling (PLS-SEM).*

*Result of this research getting conclusions as follow: 1) food menu innovation has positive effect to price perceived, 2) social media promotion has positive effect to price perceived, 3) food menu innovation has positive effect to impulsive buying, 4) social media promotion has positive effect to impulsive buying, dan 5) price perceived has positive effect to impulsive buying at Cowek Lonyot restaurant at Semarang.*

**Keywords:** *food menu innovation, social media promotion, price perceived, impulsive buying*

