

**THE INFLUENCE OF PRICE, PERCEIVED QUALITY, AND BRAND
AWARENESS ON CUSTOMER BUYING DECISION CASE STUDY: THE
COFFEE BEAN & TEA LEAF**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE INFLUENCE OF PRICE, PERCEIVED QUALITY AND, BRAND AWARENESS ON CUSTOMER BUYING DECISION CASE STUDY: THE COFFEE BEAN & TEA LEAF

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This research is motivated by the emergence of competition among the coffee shops the international and the local one there are a lots of newly opened restaurants that enliven the market competition. The purpose of this research was to determine if the price, perceived quality and brand awareness has an influence towards customer buying decision in The Coffee Bean and Tea Leaf. This research was done with quantitative method where the data was collected through the questionnaires. The data collecting involves 130 respondents in total for pre-testing and post-testing in Jakarta area. Simple regression analysis was used to analyze the data. The result of this research showed that all of the three variables are having an influence towards customer buying decision. Based on the result, it can be concluded that price, perceived quality and, brand awareness can be a key to help The Coffee Bean and Tea Leaf to make people to buy their products.

Keywords: Coffee Shop, Price, Perceived Quality, Brand Awareness, Customer Buying Decision



DEDICATION

I dedicate this thesis to my parents and my thesis advisor, Mr. Yudhistira Pratama, for without them the completion of this thesis will be impossible. This thesis is also dedicated to Swiss German University and F & B Industry in Indonesia.



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