ABSTRACT

THE EFFECT OF PRICING AND MARKETING STRATEGY ON CONSUMER PURCHASING DECISIONS AT CV. NUSANTARA GARDEN AND RESTO (SURAKARTA FLOWERS)

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This study aims to analyze the effect of pricing and marketing strategy on consumer purchasing decisions at CV. Nusantara Garden and Resto (Surakarta Flowers), both partially and simultaneously. This study uses a quantitative approach with a descriptive-associative research design. Data were collected through an online questionnaire distributed to 115 respondents who are customers of Surakarta Flowers, then analyzed using multiple linear regression. The results show that pricing has a positive and significant effect on purchasing decisions (t count 4.849 > t table 1.981; sig. 0.000), and marketing strategy also has a positive and significant effect on purchasing decisions (t count 3.395 > t table 1.981; sig. 0.001). Simultaneously, both variables also have a significant effect on purchasing decisions (F count 56.209 > F table 3.077; sig. 0.000), contributing 49.2% (Adjusted R^2 = 0.492), while the remainder is explained by other factors outside this research model. The results of this study are expected to serve as evaluation material for CV. Nusantara Garden and Resto in designing more competitive pricing and marketing strategy policies.

Keywords: pricing, marketing strategy, purchasing decision, ornamental plants