

ABSTRAK

Penelitian ini menganalisa pelaku usaha dalam dunia bisnis kuliner. Dan penelitian ini bertujuan untuk menguji pengaruh *brand image*, *customer relationship management (CRM)*, dan *perceived price* berpengaruh terhadap *purchase decision customer* Mie Gacoan Gayungan Surabaya. Jenis penelitian ini adalah penelitian kuantitatif dengan Teknik Analisa data dikumpulkan dengan menyebarkan kuisioner kepada para customer yang pernah membeli Mie Gacoan. Populasi penelitian ini dengan Teknik *non probability sampling* dengan menggunakan metode *purposive sampling*. Tujuan penelitian ini adalah untuk menganalisis adanya pengaruh *brand image*, *customer relationship management (CRM)*, dan *perceived price* berpengaruh terhadap *purchase decision customer* Mie Gacoan Gayungan Surabaya. Penelitian ini bermanfaat untuk mengembangkan para pelaku usaha khususnya dibidang kuliner.

Kata kunci: *Brand Image, CRM, Perceived price, dan purchase decision*

ABSTRACT

This research analyzes usaha practitioners in the culinary business world. And this research has been carried out to examine the influence of brand image, cultural relations management (CRM), and developmental price has had an impact on the South Korean debt culture of Miel Gacoan Gacoan, Gaulngan, Sulrabaya. This type of research is a quantitative research with analysis techniques. Data is collected by distributing questionnaires to customers who have purchased Miel Gacoan. This research population was conducted using a non-probability sampling technique using a positive sampling method. The aim of this research is to analyze the influence of brand image, cultural relations management (CRM), and the influence of parental price on the country's cultural delcision in Miel Gacoan Gacoan, Gaulngan, Sulrabaya. This research is useful to symbolize the khulsuls of Ulsaha practitioners in the culinary field.

Keywords: Brand Image, CRM, Perceived price, and purchase decision