

## **Effect of Product Quality, Service Quality, and Brand Image on Purchase Decisions at Herdacake Bakery & Cafe Jember**

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### ***ABSTRACT***

This research is motivated because Herdacake Bakery & Cafe Jember is an outlet that has just opened but is able to attract consumers with a contemporary or instragamable place design which can be used as a photo spot and recommended by many people. This study aims to analyze and examine the effect of product quality, service quality, and brand image on purchasing decisions at Herdacake Bakery & Cafe Jember. The population in this study were all consumers who bought Herdacake Bakery & Cafe Jember products with a sample of 40 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS 25.00. The results of this study indicate that in the F test the variables of product quality, service quality, and brand image together have a significant effect on purchasing decisions at Herdacake Bakery & Cafe Jember. Meanwhile, for the t-test, the product quality variable partially has a significant effect on purchasing decisions at Herdacake Bakery & Cafe Jember. The product quality variable is the most dominant influencing variable on purchasing decisions at Herdacake Bakery & Cafe Jember.

*Keyword : Product quality, service quality, brand image, purchasing decisions.*