

*The Influence of Price, Brand Image and Product Quality on Purchase Decisions
for Suwar – Suwir at UD Primadona in Jember Regency*

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ABSTRACT

This study aims to analyze (1) the effect of price, brand image and product quality on purchasing decisions of suwar-suwir at UD Primadona in Jember Regency simultaneously or partially, (2) variables that have a dominant influence on purchasing decisions at UD Primadona. The data is taken directly from the respondents by using a survey method through a questionnaire. The sampling technique used is accidental sampling with a total sample of 40 respondents. The data analysis technique used is multiple linear regression analysis, coefficient of determination analysis, F test and t test. The results of data analysis using SPSS 22 software show that (1) simultaneously, the price variable (X1), brand image (X2) and product quality (X3) have a significant effect on purchasing decisions (Y), (2) partially, the price variable (X1) and brand image variable (X2) have a significant effect on purchasing decisions (Y), while the product quality variable (X3) has no significant effect on customer loyalty (Y), (3) the dominant variable on customer loyalty (Y) is price (X2).

Keywords :*Price, Brand image, Product quality, Purchase decision,*