

ABSTRACT

Business development in the era of globalization is getting tighter with changes in consumer behavior, causing a shift in eating patterns from traditional eating patterns to western eating patterns (Fast Food). There are quite a variety of fast food restaurant service providers in Indonesia. One of them is McDonald's. In addition, competition between companies is also getting tighter so that it affects purchasing decisions. Research objective of this study is analysis the influence of product quality, brand image, and price on purchasing decisions of McDonald's Sidoarjo, East Java. The data used was primary data which was collected by questionnaires with google from. The data analysis used was Multiple Linear Regression using SPSS 26. The total sample in this research consisted of 231 respondents which were selected using *purposive sampling*. The result are product quality and brand image have positive effect on purchasing decision.

Keyword : Product Quality, Price, Brand Image, and Purchasing Decision