

Influence of Product Quality, Brand Image and Price Against the Purchase Decision on Kopi Male Situbondo Regency

Syifa Fauzia Qur'ani

Agro-Industry Management Study Program

Department of Agribusiness Management

ABSTRACT

This research is motivated by the increasing number of new drink stalls that are present, one of which is coffee drink products. The company that produces donuts in the city of Situbondo is Kopi Male. The study aims to analyze and examine the effect of product quality, brand image and price on consumer purchasing decisions at Kopi Male Situbondo Regency. The population in this study were all consumers who bought coffee drink products with a sample of 40 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS 22.00. The result of this study can be concluded that the variable product quality (X1), brand image (X2) and price (X3) simultaneously have a significant effect on consumer purchasing decisions (Y) at Kopi Male Situbondo Regency. Partially the results of this study can be concluded that the variable product quality (X1) and price (X3) have a significant effect on consumer purchasing decisions (Y) at Kopi Male Situbondo Regency while the brand image variable (X2) has no significant effect on purchasing decisions (Y) consumers at Kopi Male Situbondo Regency. The price variable (X3) is a variable that has a dominant influence on consumer purchasing decisions (Y) at Kopi Male Situbondo Regency.

Keywords : *Product Quality, Brand Image, Price, and Purchase Decision.*