

*The Influence of Product Quality, Brand Image, and Service Quality on
Purchasing Decisions at Belikopi Coffee Shop Jember*

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ABSTRACT

This research is motivated by the high demand for the coffee shop business in Indonesia, especially in Jember Regency and to explain consumer behavior towards purchasing decisions at the Belikopi Jember coffee shop. This study aims to test and analyze the influence of product quality, brand image, and service quality on purchasing decisions at Belikopi Jember coffee shop. The population in this study were all consumers who had made at least 1 purchase with a sampling of 80 respondents. The analytical tool used in this research is multiple linear analysis using SPSS 21.00. The results of regression testing simultaneously state that the variables of product quality, brand image, service quality simultaneously have a significant effect on purchasing decisions at Belikopi Jember coffee shops. Partial regression testing of product quality and service quality has a significant effect on purchasing decisions and brand image has an insignificant effect on purchasing decisions.

Keywords: *consumer behavior, product quality, brand image, service quality, Belikopi coffee shop.*