

***Influence of Product Quality, Price, and Brand Image on Purchase Decision
for Banana Chips Products at UMKM Aroma Lumajang Regency***

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ABSTRACT

This research is motivated by the increasing number of culinary businesses that are currently developing, one of wich is processing bananas into banana chips. UMKM Aroma is one of the banana chip producers in Lumajang Regency. This research aims to analyze and test the influence of product quality, price, and brand image on purchasing decisions for banana chips products at UMKM Aroma Lumajang Regency. The population in this study were all consumers who purchased banana chip products at UMKM Aroma Lumajang Regency with a sample of 40 respondents. The analytical tool used in this research is multiple linear regression analysis with the help of SPSS 22. The results of this research can be concluded that the variables product quality (X1), price (X2), and brand image (X3) simultaneosly have a significant influence on the purchasing decision (Y) of banana chips products at UMKM Aroma Lumajang Regency. Partially from the results of this research, it can be concluded that the product quality (X1) has no significant effect on the purchasing decision (Y) of banana chips products at UMKM Aroma Lumajang Regency, while the price variables (X2) and brand image (X3) have a significant effect on purchasing decisions (Y) for banana chips products at UMKM Aroma Lumajang Regency. The price variable (X2) is the variable that has the dominant influence on purchasing decisions (Y) for banana chips products at UMKM Aroma Lumajang Regency.

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