

The Influence of Product Quality, Price and Brand Image on the Purchase Decision of Mayang Madu Tape Tegalwaru Village, Mayang District, Jember Regency

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ABSTRACT

This research is motivated by the increasing number of culinary businesses that are developing today, one of which is processed cassava into tape. Mayang Madu Tape is an MSME business that is a characteristic souvenir in Jember located in Tegalwaru Village, Mayang District, Jember Regency. This study aims to analyze and test the effect of product quality, price, and brand image on purchasing decisions on Mayang Madu tape Jember Regency. The population in this study was all consumers who bought Mayang Madu tape products, Jember Regency with a sample of 72 respondents. The analysis tool used in this study is multiple linear regression analysis with the help of SPSS 26.00 For Windows. The results of this study can be concluded that the variables of product quality (X1), price (x2), and brand image (X3) simultaneously have a significant effect on the purchase decision (Y) of Mayang Madu tape products in Tegalwaru Village, Mayang District, Jember Regency. Partially, the results of this study can be concluded that the variables of product quality (X1), price (X2) and brand image (X3) have a significant effect on purchasing decisions (Y) of Mayang Madu tape products in Tegalwaru Village, Mayang District, Jember Regency.

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