

***“The Influence of Product Quality, Brand Image and Price on Customer
Purchasing Decisions on Sahabat Rice Seeds
at CV Restu Tani Jember”***

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ABSTRACT

The purpose of this research is to analyze and explain the influence of product quality, brand image, and price on consumer purchasing decisions for Sahabat rice seeds at CV Restu Tani Jember. The population in this study was consumers of Sahabat rice seeds from CV Restu Tani in Jember with a sample of 40 respondents. The analytical tool used in this research was multiple linear regression analysis using SPSS 21.0 For Windows. The results of this study indicate that the three independent variables collectively serve as strong determining factors in influencing consumers to make purchasing decisions for Sahabat rice seeds at CV Restu Tani. Consumers' decisions to select Sahabat rice seeds are partially due to product quality having good performance in rice growth, producing healthy and productive rice, seed resistance to pests, yielding high harvests, strength against dry seasons, and guaranteed quality of rice yields. Price partially influences consumer purchasing decisions. Farmers consider price aspects before making purchases, including product affordability for farmers, correspondence between price and product quality, alignment of price with benefits obtained, and the ability of the price to compete in the market. Meanwhile, brand image does not determine purchasing decisions in choosing Sahabat rice seeds because consumers do not consider seed identity, lifestyle or emotional appeal, or interaction with the product when selecting Sahabat rice seeds.

Key word : *product quality, brand image, price and purchasing decisions*