

***The Influence of Brand Image, Price, and Product Quality on  
Purchasing Decisions for Wet Bakpia at UD Berkah Abadi  
in Pasuruan Regency***

**Nurdina Fitriana**

*Study Program of Agroindustrial Management  
Department of Agribusiness Management*

**ABSTRACT**

*The affair of competition in business requires businessman to pay attention on consumer desires. The development of effective marketing strategies cannot be separated from consumer decision factors in choosing a product to purchase. This research aims to analyze and test the influence of brand image, price, and product quality on purchasing decisions for wet bakpia at UD Berkah Abadi in Pasuruan Regency. The population of this research includes all consumers who have purchased wet bakpia products at UD Berkah Abadi, with a sample of 40 respondents. Data analysis was conducted using validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, coefficient of determination (adjusted  $R^2$ ),  $F$  test, and  $t$  test. Statistical analysis was performed using SPSS 20 software. The multiple linear regression equation obtained is  $Y = 5,438 + 0,543X_1 + 0,213X_2 + 0,166X_3 + e$ . The  $F$  test results show that the independent variables simultaneously have a significant effect on the dependent variable. The independent variables of brand image, price, and product quality partially have a significant positive effect on the dependent variable of purchasing decisions. The independent variable with the most dominant influence on purchasing decisions is brand image.*

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