

***INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND SERVICE
QUALITY ON PURCHASE DECISIONS FOR TAPE BROWNIES
PRODUCTS AT UD SUMBER MADU JEMBER DISTRICT***

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ABSTRACT

This research was motivated by fluctuations in sales of Brownies Tape at UD. Sumber Madu which is caused by many competitors from other local producers and consumer complaints about Brownies Tape products. The research objective is to assess the effect of brand image, product quality, and service quality on purchasing decisions for Brownies Tape at UD. Sumber Madu. The method used is a quantitative study with sampling using nonprobability sampling with incidental sampling of 40 consumer respondents. Data were collected through a Likert scale questionnaire and analyzed using multiple linear regression. The results of this study are that simultaneously the Brand Image (X1), Product Quality (X2), and Service Quality (X3) variables have a significant effect on purchasing decisions (Y) Brownies Tape at UD. Sumber Madu. Partially, the variables Brand Image (X1), Product Quality (X2), and Service Quality (X3) have a significant effect on purchasing decisions (Y) Brownies Tape at UD. Sumber Madu. The independent variable that has the most dominant effect on purchasing decisions (Y) Brownies Tape at UD. Sumber Madu is the Brand Image variable (X1).

Keywords: *Brand Image, Product Quality, Service Quality, Purchase Decision, Brownies Tape*