

Influence of Product Quality, Price, Brand Image Against the Purchase Decision on J.CO Donuts & Coffee Jember

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ABSTACT

This research is motivated by the increasing number of new food stalls that are present, one of which is donut products. The company that produces donuts in the city of Jember is J.CO Donuts & Coffee. This study aims to analyze and examine the effect of product quality, price and brand image on consumer purchasing decisions at J.CO Donuts & Coffee Jember. The population in this study were all consumers who bought donut products with a sample of 40 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of *SPSS 22.00*. The results of this study can be concluded that the variable product quality (X1), price (X2) and brand image (X3) simultaneously have a significant effect on consumer purchasing decisions (Y) at J.CO Donuts & Coffee Jember. Partially the results of this study can be concluded that the variable product quality (X1) and brand image (X3) have a significant effect on consumer purchasing decisions (Y) at J.CO Donuts & Coffee Jember while the price variable (X2) has no significant effect on purchasing decisions (Y) consumers at J.CO Donuts & Coffee Jember. The product quality variable (X1) is a variable that has a dominant influence on consumer purchasing decisions (Y) at J.CO Donuts & Coffee Jember.

Keywords : Product Quality, Price, Brand Image, and Purchase Decision.