

**Effect of Product Quality, Brand and Price Of Consumer Purchase Decision
on Macro Coffee Roastery Jember**

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ABSTRACT

This research is motivated for their competitive field of business roasting coffee and also to reveal consumer behavior on purchase decisions on Macro Coffee Roastery Jember. This study aims to analyze and examine the effect of product quality, brand image and price on coffee purchasing decisions at Macro Coffee Roastery Jember. The population in this study were all consumers who bought coffee 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. Overall, the results of this study can be concluded that the brand image and price variables have a significant effect on coffee purchasing decisions at Macro Coffee Roastery Jember. Partially the results of this study can be concluded that the variables of product quality, brand image and price have a significant effect on purchasing decisions Macro Coffee Roastery Jember. Price variable is a variable that has a dominant influence on coffee purchasing decisions at Macro Coffee Roastery Jember.

Keywords: Purchase decisions, product quality, brand image and price.