

***THE EFFECT OF PRODUCT INNOVATION AND BRAND IMAGE ON
PURCHASING DECISIONS AT PIZZA HUT IN JEMBER REGENCY***

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ABSTRACT

This study aims to analyze the effect of Product Innovation and Brand Image on purchasing decisions at Pizza Hut in Jember Regency, motivated by increasingly intense competition in the food and beverage sector that requires companies to continuously innovate and build a strong brand image. This research employs a quantitative approach using multiple linear regression analysis, with a sample of 30 respondents selected through purposive sampling, consisting of consumers who have made purchases at Pizza Hut in Jember Regency. Data were collected through questionnaires that had passed validity and reliability tests and were analyzed using regression analysis, t-tests, and the coefficient of determination with the assistance of SPSS software. The results indicate that product innovation has a positive and significant effect on purchasing decisions with a coefficient value of 0.765 and a significance level of $0.022 < 0.05$, while brand image shows a positive but not statistically significant effect with a coefficient value of 0.513 and a significance level of $0.080 > 0.05$. Based on partial testing, product innovation is the most dominant variable influencing purchasing decisions, indicating that continuous product innovation plays an important role in encouraging consumer purchasing decisions at Pizza Hut in Jember Regency, whereas brand image still needs to be strengthened to provide a more significant impact.

Keywords: *Product Innovation, Brand Image, Purchasing Decision*