

**Pengaruh Kualitas Produk, Kualitas Layanan, Harga dan Citra Merek Terhadap Keputusan Pembelian Produk Edamame (Studi Kasus di Koperasi Edamame MT27 Jember)** (Influence Product Quality, Quality Service, Price and Brand Image Against The Purchasing Decision Edamame Product (Case Study in Cooperative Edamame MT27 Jember))

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**ABSTRACT**

*This research is located at the cooperative owned by PT. Mitra Tani Two Seven. Variables used in this research that the quality of the product (X1), quality of service (X2), price (X3), brand image (X4) and purchasing decisions (Y). The purpose of this study was to determine the influence of the independent variables simultaneously, partially and determine the variables that significantly influence purchasing decisions edamame product in the edamame cooperative. The analysis technique used in this research is double linear regression including and determination coefficient, F-testing and t-testing with SPSS 16.0. This research shows that: (1) Variable product quality, service quality, price and brand image simultaneously significant influence on purchasing decisions edamame product. (2) Variable brand image is partially significant influence on purchasing decisions edamame product. While variable product quality, service quality and price not significant influence on purchasing decisions edamame product.*

*Keywords: Quality Products, Quality Service, Price, Brand Image and Purchasing Decision*