

***THE EFFECT OF PRICE, PRODUCT QUALITY, BRAND IMAGE ON THE  
PURCHASE DECISION OF UD SEHAT SEJAHTERA BERSAMA SUSU  
KEDELAI MADU PRODUCTS IN JEMBER REGENCY***

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***ABSTRACT***

*Business competition in the food and beverage sector encourages business actors to understand the factors that influence consumer purchasing decisions, especially in the UD Sehat Sejahtera Bersama Susu Kedelai Madu (SKM) business. In facing market competition, companies need to consider several important factors, such as price, product quality, brand image, in order to attract consumers and increase purchasing decisions. This study aims to determine the influence of price, product quality, and brand image on purchasing decisions for UD Sehat Sejahtera Bersama's Susu Kedelai Madu (SKM) in Jember Regency, both simultaneously and individually. This study employs a quantitative approach using a survey method. The sampling technique used accidental sampling with a sample size of 50 SKM product consumers. The data analysis techniques employed included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, F-tests, t-tests, and the coefficient of determination using SPSS software. The results of the study indicate that price, product quality, and brand image have a significant effect on purchasing decisions, both simultaneously and partially. The price variable is the most dominant factor influencing consumer purchasing decisions.*

***Keywords:*** Price, Product Quality, Brand Image, Purchasing Decisions