

***THE EFFECT OF PRODUCT QUALITY, PRICE, BRAND IMAGE ON  
PURCHASING DECISIONS FOR SUPER HONEY CASSAVA TAPE AT  
UD PRIMADONA, JEMBER REGENCY***

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**ABSTRACT**

*This research is motivated by the increasing number of culinary businesses that are currently developing, one of which is processed cassava into tape. Super Honey Cassava Tape is one of the products marketed by UD Primadona which characterizes souvenirs in Jember. The purpose of this study was to analyze and examine the effect of product quality, price, and brand image on purchasing decisions for Super Honey Cassava Tape at UD Primadona. The population in this study were all UD consumers. Primadona and the sample amounted to 40 respondents. The analytical tool used is multiple linear regression analysis with the help of IBM SPSS 26 software for windows. The results of this study are that simultaneously the variables of Product Quality (X1), Price (X2), and Brand Image (X3) have a significant effect on purchasing decisions (Y) Super Honey Cassava Tape at UD Primadona. Partially, the variables of Product Quality (X1) and Price (X2) have a significant effect on purchasing decisions (Y) Super Honey Cassava Tape at UD Primadona, while the Brand Image variable (X3) has an insignificant effect on Purchasing Decisions (Y) Super Honey Cassava Tape at UD Primadona. The independent variable that has the most dominant effect on Purchasing Decisions (Y) Super Honey Cassava Tape at UD Primadona is the Product Quality variable (X1).*

**Keywords:** *Product Quality, Price, Brand Image, Purchase Decision, Cassava Tape*