

The Effect of The Quality Products, Price and Brand Image Towards The Purchased Decision of Consumers at *Bank One* Eatery in Jember Regency

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ABSTRACT

The restaurants that sell culinary products in Jember Regency causes competitive competition. *Bank One* eatery which is located at Mastrip street in Jember Regency should be able to compete with similar culinary businesses to increase consumers' purchased decision. Because of this, it is needed to analyse further about the effect of the quality products, price and brand image toward the purchased decision of consumers at *Bank One* eatery in Jember Regency. The purpose of this research is (1) to analyze and know the influence of the quality products, price and brand image that give simultaneously significant impact toward the purchased decision (2) to analyze and know the quality product variable could partially give significant effect toward purchased decision (3) to analyze and know the price variable could partially give significant effect toward purchased decision (4) to analyze and know the brand image could partially give significant effect toward purchased decision and (5) to analyze and know which one is the most dominant variable toward purchased decision. The research results (1) based on simultaneously regression test or F test, the independent variables consist of quality product, price and brand image that give simultaneously significant effect toward purchased decision as dependent variable (2) the result of T test shows that quality product variable partially gives significant effect toward purchased decision (3) the result of T test shows that the price variable partially gives significant effect toward purchased decision and (4) the result of T test shows that brand image variable gives significant effect partially toward the purchased decision, and (5) T test results that the most dominant variable is brand image which gives significant impact toward purchased decision.

Key Words: Quality Products, Price, Brand Image, Purchased Decision