

The Influence of Brand Image, Product Quality and Service Quality on Seblak Purchase Decisions at The Preanger Authentic Bandung Culinary Jember

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ABSTRACT

The increasing number of businesses offering seblak similar products in Jember Regency has caused a lot of increasingly competitive competition. In an effort to survive in the era of competition, The Preanger Authentic Bandung Culinary Jember is expected to be more active in providing a positive brand image, providing quality products and adequate services in the hope of improving consumer purchasing decisions. This study aims to analyze whether or not there is a significant effect of the variable brand image, product quality and service quality either simultaneously or partially on the purchase decision of seblak at The Preanger Authentic Bandung Culinary Jember. This study took a sample of 40 respondents. The data obtained were analyzed using SPSS 22 software for windows with multiple linear regression analysis model, coefficient of determination, T test and F test. Prior to the analysis test, validity test, reliability test and classical assumption test were carried out first. The results showed that the variable brand image product quality and service quality simultaneously affect the purchasing decisions of seblak at The Preanger Authentic Bandung Culinary Jember. Partially, brand image and service quality variables have a significant effect on purchasing decisions for seblak at The Preanger Authentic Bandung Culinary Jember. And the product quality variable partially has no significant effect on purchasing decisions seblak at The Preanger Authentic Bandung Culinary Jember.

Keywords : *Purchase Decision, Brand Image, Product Quality, and Quality Service*