

ABSTRACT

The Influence of Price, Brand Awareness, and Product Quality on Purchase Decisions at Tuku Coffee South Tangerang

Mahameru Lenteralega ¹⁾ Dr. Mohamad Zein Saleh, S.H., M.M ²⁾

¹⁾ Student of the Management Study Program, Pembangunan Jaya University

²⁾ Lecturer in the Management Study Program, Pembangunan Jaya University

This research was conducted with the aim of determining the effect of price, brand awareness, product quality on purchasing decisions at Kopi Tuku Tangerang Selatan. The research method used in this study is a quantitative method, with an approach using a questionnaire via Google Form given to respondents who have purchased Kopi Tuku Tangerang Selatan. This study has the result that price and product quality have a positive and significant influence on purchasing decisions, brand awareness does not have a significant influence on purchasing decisions. These findings provide practical insights for Kopi Tuku to optimize brand awareness in order to increase purchasing decisions.

Keywords: Price, Brand Awareness, Product Quality, Purchasing Decisions