

ABSTRACT

The Influence of Price, Product Quality, and Brand Image on Purchase Decisions of Cap Topi Koki Rice Products

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This research aims to examine the influence of price, product quality, and brand image on the purchasing decisions of Cap Topi Koki rice products. The analysis method used is the Statistical Package for the Social Sciences (SPSS) to quantitatively test the relationships between variables. The respondents in this study were randomly selected consumers of Cap Topi Koki rice, with a sample size of 115 people. Data was collected through online questionnaires. It is preliminarily hypothesized that the variables of price, product quality, and brand image significantly influence purchasing decisions. It is hoped that this thesis will provide an important contribution to the marketing strategy of Cap Topi Koki rice products in an effort to increase sales and customer loyalty. Additionally, this study is expected to enrich the understanding of the factors influencing consumer purchasing behavior for staple products such as rice.

Keywords: *product quality, brand image, and price on purchasing decision*