

ABSTRACT

The Influence of Product Quality and Service Quality on Purchase Decisions of Join Ciledug Coffee Mediated by Brand Image

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This study aims to examine the influence of product quality, service quality, purchasing decisions, and brand image variables in the purchase of Ciledug Coffee Join. In the research process, the quantitative research method is the method used with the research object of the people who make purchasing decisions at Ciledug Ciledug Join Coffee and people who live in the Greater Jakarta area. In this study the exact population was not known and researchers used purposive sampling as a sampling method with a total of 108 samples. The data was collected through questionnaires and data analysis techniques in this study using structural equation modeling (SEM) based on partial least squares (PLS) using SmartPLS version 3.0 software. Based on the research that has been done, the results show that the variables of product quality and service quality have an influence on purchasing decisions, product quality and service quality variables also have an influence on brand image, purchase decision variables have an influence on brand image, and brand image is able to mediate the influence of quality product and service quality.

Keyword: *Join Kopi Ciledug Ciledug, Product Quality, Service Quality, Brand Image, Purchase Decision*