

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON PURCHASE DECISIONS AT THE NAKO COFFEE SHOP KEBON JATI BOGOR

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This research was conducted with the aim of knowing the effect of brand image, price and product quality on purchasing decisions at Nako Kebon Jati Bogor Coffee Shop. This research uses quantitative methods. There are two variables in this study, namely brand image, price and product quality as the independent variables and purchasing decisions as the dependent variable. Data collection techniques carried out by researchers using a method in the form of questionnaires in the field which were distributed to 180 respondents. The scale used in this study uses a Likert scale of 1-5. The data analysis technique used in this study is multiple linear regression analysis by conducting classical assumption tests in the form of normality, multicollinearity, and heteroscedasticity tests. Then the validity and reliability tests were carried out, as well as hypothesis testing which consisted of the T test and F test. The results of the research analysis show that brand image, price and product quality together influence purchasing decisions. And partially brand image, price and product quality have a positive and significant effect on purchasing decisions at the Bogor Teak Garden Nako Coffee Shop.

Keywords: *Brand Image, Price, Product Quality, Purchase Decision.*