

ABSTRACT

The Influence of Product Quality and Store Atmosphere on Purchasing Decisions through Brand Image in Kopi Kenangan

Anindya Humairani ¹⁾, M. Trio Febriyanto ²⁾

¹⁾ Mahasiswa Program Studi Manajemen, Universitas Pembangunan Jaya

²⁾ Dosen Program Studi Manajemen, Universitas Pembangunan Jaya

The purpose of this research is to analyze how Kopi Kenangan product quality and store atmosphere affect consumers' decision to buy the brand's items. Consumers of Kopi Kenangan are the participants of this quantitative study. The research team used a purposive selection technique to choose 130 participants for the research. Structural Equation Modeling (SEM) methods based on Partial Least Square (PLS) were used to evaluate the acquired data, with the aid of SmartPLS version 3 software. Brand Image Mediates the Effect of Product Quality and Store Atmosphere on Consumer Purchasing Decisions, According to the Research. Having said that, Product Quality is not a Direct Factor in Consumer Choice.

Keywords: *Product Quality, Store Atmosphere, Purchasing Decisions, Brand Image.*