

ABSTRAK

Allam Faris Arham, Pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian J.co donuts & coffee, Studi Kasus Di Cabang Mall Taman Anggrek. (dibimbing oleh Endang Ruswanti)

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian J.co donuts & coffee, Studi Kasus Di Cabang Mall Taman Anggrek. Teknik analisis data menggunakan Analisis Regresi Linier Berganda. Sampel diambil sebanyak 100 responden yakni konsumen yang membeli J.co donuts & coffee. Penentuan sampel dengan teknik *quota sampling*. Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Citra Merek berpengaruh positif terhadap Keputusan Pembelian *J.co donuts & coffee* (b) Kualitas Produk berpengaruh positif terhadap Keputusan Pembelian *J.co donuts & coffee* (c) Harga berpengaruh positif terhadap Keputusan Pembelian *J.co donuts & coffee* (d) Citra Merek berpengaruh positif terhadap Keputusan Pembelian *J.co donuts & coffee* (e) citra merek, kualitas produk, dan harga berpengaruh positif secara simultan terhadap Keputusan Pembelian *J.co donuts & coffee*, di Cabang Mall Taman Anggrek. Penelitian ini merekomendasikan bahwa PT. J.co donuts & coffee harus tetap menjaga citra merek yang baik dimata konsumen, agar tidak kehilangan kepercayaan dari para konsumen setianya. J.co donuts & coffee sangat memperhatikan kualitas setiap produk yang terjangkau agar tetap diminati oleh para konsumen.

Kata Kunci : Citra Merek, Kualitas Produk, Harga dan Keputusan Pembelian.

ABSTRACT

Allam Faris Arham, *Influence of brand image, product quality, and price on purchasing decisions of J.co donuts & coffee, Case Study at Taman Anggrek Mall Branch.* (supervised by Endang Ruswanti)

This study aims to find out how much influence the brand image, product quality, and price on the purchase decision of J.co donuts & coffee, Case Study at Taman Anggrek Mall Branch. Data analysis techniques using Multiple Linear Regression Analysis. Samples were taken as many as 100 respondents, namely consumers who bought J.co donuts & coffee. Determination of samples with quota sampling technique. Based on the results of the study it can be concluded that (a) Brand Image has a positive effect on the Purchase Decision of J.co donuts & coffee (b) Product Quality has a positive effect on Purchasing Decisions of J.co donuts & coffee (b) Price has a positive effect on J.co's Purchasing Decision donuts & coffee (c) Brand Image has a positive influence on Purchasing Decisions of J.co donuts & coffee (d) brand image, product quality, and price have a positive effect simultaneously on J.co donuts & coffee Purchasing Decision at Taman Anggrek Mall Branch. This study recommends that PT. J.co Donuts & Coffee must maintain a good brand image in the eyes of consumers, so as not to lose the trust of loyal customers. J.co Donuts & Coffee is very concerned about the quality of every affordable product so that consumers remain interested

Keywords: *Brand Image, Product Quality, Prices and Purchase Decisions.*