

ABSTRACT

DEBI TRIFENA. *Effect of Price, Quality Product, And Brand Image Buying Decision Against Oil Tropical. (Case Study in Region Kebon Jeruk, West Jakarta) (guided by Rojuaniah). Many factors affect the consumer in the decision to purchase and use of cooking oil, including cooking oil Tropical. Disapproval with pricing, quality is not suitable, and brand image are unmatched by any other brand made public in the area of Kebon Jeruk, West Jakarta has considerations in buying cooking oil Tropical.*

This study aims to determine the effect of price, product quality and brand image on purchasing decisions Tropical cooking oil. (The case studies in the area of Kebon Jeruk, West Jakarta). The independent variables consist of price, product quality and brand image. While the dependent variable is the purchase decision. The samples used in the study were 160 respondents. Respondents of this research is that consumers in the area of Kebon Jeruk, West Jakarta who have bought and used cooking oil Tropical. The analytical method used in this research is multiple linear regression.

The results showed that the price has a significant value of 0.000 (<0.05), product quality has a significant value of 0.000 (<0.05), and brand image have significant value of 0.000 (<0.05). So the price, product quality and brand image partially has an influence on purchasing decisions. In addition, the results showed that jointly price, product quality and brand image have a significant influence on purchasing decisions, because the significance value of 0.000 (<0.05).

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