

PENGARUH BRAND IMAGE, PERSEPSI HARGA, DAN SERVICE QUALITY
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DUNKIN DONUTS DI
JAKARTA

Oleh : Yessica Oscar

This study aims of this research is to examine the empirical evidence of brand image, perceived price, and service quality on Dunkin' Donuts consumers' purchase decision in Jakarta. This study use convenience sampling method and selected a sample of 152 respondents. The data used in this study is primary data obtained by distributing questionnaires to the respondents online and offline. The hypothesis was tested using multiple linear regression. The results of this study indicate brand image, perceived price, and service quality have an effect on Dunkin' Donuts consumers purchase decision.

Keywords: brand image, perceived price, service quality, purchase decision.