

ABSTRACT

The purchase decision is a determining factor of the company's sales. Product quality, price and brand image are factors considered by consumers in making purchasing decisions. Based on the background this study aims to test empirically and to analyze the effect of product quality, price perception and brand image on purchasing decisions of Kusuka Keripik Singkong in Jakarta. The method used in this research is descriptive quantitative method and the analytical technique used is SEM PLS. The results of the hypothesis test show that the T-Statistic value of the product quality variable on purchasing decisions is 2.363 and the P-value is 0.019 <0.05, so it can be concluded that product quality has a positive and significant effect on purchasing decisions and the hypothesis is accepted. The T-Statistic value of the price perception variable on purchasing decisions is 1.119 and the P-value is 0.264 > 0.05, so it can be concluded the price perception has no significant effect on purchasing decisions and the hypothesis is rejected. The T-Statistic value of the Brand Image variable is 3.662 and the P-value is 0.000 <0.05, so it can be concluded that Brand Image has a positive and significant effect on purchasing decisions and the hypothesis is accepted. Based on the hypothesis test, it can be concluded that product quality and brand image have significant influence on purchase decision of Kusuka Keripik Singkong, while price perception has no significant effect.

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