

ABSTRACT

This study aims to examine the effect of product quality, brand image and customer satisfaction on online purchase intention in Abuba Steak restaurant at South Jakarta . The number of respondents involved in this study were 110 respondents, all respondents were customers of Abuba Steak Resto. This research is a research with a quantitative approach. Research data obtained from the results of filling out the questionnaire. The research data were then analyzed using multiple linear regression analysis techniques with the help of the SPSS version 25 program.

Based on the results of the analysis in this study, the results showed that: (1) product quality had a positive and significant effect on online purchase intention, the better the quality of the Abuba Steak Resto South product, the higher the customer interest in buying Abuba Steak Resto products; (2) Brand image has a positive and significant effect on online purchase intention, the better the brand image of Abuba Steak Resto products, the higher customer interest in buying Abuba Steak Resto products; (3) Customer satisfaction has a positive and significant effect on online purchase intention, the higher the customer satisfaction of Abuba Steak Resto, the higher the customer's interest in buying Abuba Steak Resto products and (4) Product quality, brand image and customer satisfaction simultaneously affect online purchase intention. with a large contribution of 67.3%. The regression equation resulting from the relationship between product quality, brand image and customer with online purchase intention is $Y = 0.412 + 0.227 X1 + 0.351 X2 + 0.470 X3$.

Keywords: product quality, brand image, customer satisfaction, online purchase intention, multiple linear regression