

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, SERVICE QUALITY, AND PROMOTION ON PURCHASING DECISIONS FOR CIRENDEU SOUL PROMISE COFFEE

ABSTRACT

In an increasingly modern era, economic development has accelerated rapidly, where many companies have begun to compete fiercely in similar fields. One of the economic fields that is starting to get crowded is the coffee industry such as Coffeshop which has grown quite rapidly in recent years. The purpose of this study was to analyze the effect of brand image, product quality, service quality, and promotion on purchasing decisions for Cirendeu soul promise coffee and to determine which variable is the most dominant on brand image, product quality, service quality, and promotion simultaneously and partially on purchasing decisions for Cirendeu soul promise coffee.

The analysis method in this study uses qualitative primary data, the test stages carried out are: validity test, reliability test, normality, heteroscedasticity, multicollinearity, multiple linear regression, coefficient of determination, F test and t test. The data used in this study used a questionnaire instrument, and the valid data collected were 130 respondents. The sampling method in this study was non probability sampling with accidental sampling technique. The testing tool used is SPSS.

The results showed that the variables of product quality, service quality, and promotion partially influenced the purchasing decision of Cirendeu Soul Promise Coffee, while the brand image variable had no partial effect on the purchasing decision of Cirendeu Soul Promise Coffee. Based on the results of the study, it shows that simultaneously the brand image, product quality, service quality and promotion variables have a significant effect on the purchasing decision of Cirendeu Soul Promise Coffee.

Keywords: Brand image, Product Quality, Service Quality, Purchase Decision

(xiv+87+ Attachments)

Bibliography (2005-2023)