

THE INFLUENCE OF BRAND IMAGE, PRICE PERCEPTION, PRODUCT QUALITY AND CUSTOMER EXPERIENCE ON PURCHASE DECISIONS AT SUSHI TEI AT SUMMARECON MALL BEKASI CITY

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ABSTRACT

The purpose of this study was to determine the effect of brand image, price perception, product quality and customer experience on purchasing decisions at Sushi Tei in Bekasi City partially and simultaneously on Purchase Decisions at Sushi Tei at Summarecon Mall Bekasi City.

The analytical method in this study uses primary data, namely data taken through distributing questionnaires to consumers who come to the Japanese food place Sushi Tei at Summarecon Mall, Bekasi City. Quantitative data, the test stages carried out are: validity test, reliability test, normality test, multicollinearity, autocorrelation, heteroscedasticity, multiple linear regression, F test, t test, and the coefficient of determination. The data used in this study used a questionnaire instrument and valid data were collected by 150 respondents. The sampling method in this study was the purposive sampling method. The testing tool used is SPSS version 26.

The results showed that the variables Brand Image, Product Quality and Customer Experience partially had a significant effect on purchasing decisions while the Price Perceived variable partially had no significant effect on purchasing decisions at Sushi Tei at Summarecon Mall, Bekasi City. Brand Image, Product Quality and Customer Experience simultaneously influence purchasing decisions at Sushi Tei at Summarecon Mall Bekasi City.

Keywords: Brand Image, Perceived Price, Product Quality and Customer Experience

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