

THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, PROMOTION AND BRAND IMAGE ON PURCHASE DECISIONS OF THE PUCUK HARUM IN JABODETABEK

ABSTRACT

Indonesia is one of the world's best tea producers, so Indonesian people have been drinking tea since ancient times. In today's changing times, many people drink tea to enjoy and whenever they want. The aim of this research is to determine and analyze the influence of product quality, price perception, promotion and brand image on purchasing decisions.

This research method uses quantitative primary data obtained from distributing questionnaires to 150 respondents, namely customers who buy Pucuk Harum Tea in Greater Jakarta. In this study, the tools used by researchers to analyze were instrument tests, classical assumption tests, multiple linear regression analysis tests, hypothesis testing and determination coefficient tests (R^2). The testing tool used is the SPSS program.

The results of this study indicate that product quality, promotion and brand image partially influence purchasing decisions. Product quality, price perception, promotion and brand image simultaneously influence purchasing decisions. The variable that has the most dominant effect on purchasing decisions on Pucuk Harum Tea in JABODETABEK is the promotion variable.

Keywords : brand image, product quality, purchasing decisions, price perception, promotion.

(xiii + 66 + Attachment)

Bibliography (2016-2023)