

FACTORS AFFECTING THE PURCHASE DECISION OF ES TEH INDONESIA CILODONG BRANCH

ABSTRACT

In the era of globalization as it is today, business development occurs rapidly. The growth of diverse businesses occurs everywhere. One business that is quite in demand is in the field of food and beverages. The purpose of this study was to determine the effect of price perception, product quality, brand image, promotion and location on the purchase decision of Es Teh Indonesia Cilodong branch.

The method of analysis in this study using quantitative and qualitative data, the test stages are: validity test, reliability, normality, multicollinearity, heteroskedasticity, multiple linear regression, t test, f test and coefficient of determination. The Data obtained in this study using questionnaires and interviews. The sampling method uses non-probability sampling and the technique used is purposive sampling with a sample of 210 respondents. Processing tools of data analysis and hypothesis testing used is SPSS version 25.

The results showed that product quality, promotion and location have a positive and significant effect partially on the purchase decision of Es Teh Indonesia Cilodong branch while the perception of price and brand image does not affect partially on the purchase decision of Es Teh Indonesia Cilodong branch.

Keywords: brand image, product quality, purchase decision, location, price perception, promotion

(xiii + 86 + attachment)

Bibliography (2001 – 2021)