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The Influence Of Product Quality, Price Perception, Brand Image And Promotion On Purchasing Decisions Kopi Kenangan.

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ABSTRACT

Coffee shops are a business that is currently trending because coffee is no longer just for drowsiness but also a lifestyle, especially in the millennial generation. The purpose of this study was to determine and analyze the effect of product quality, price perception, brand image, and promotion on purchasing decisions for Kopi Kenangan.

The data analysis method in this study uses quantitative method primary data and the test stages carried out are validity, reliability, normality, heteroscedasticity, multicollinearity, multiple linear regression, t-test, f-test, and coefficient of determination. The data used in this study used a questionnaire, and the valid data collected were 150 respondents. The sampling method used is non-probability sampling with a purposive sampling technique. The testing tool used is SPSS 25.

The results showed that the variables of product quality and promotion partially influenced the decision to purchase Kopi Kenangan, while price perceptions and brand image did not affect the decision to purchase Kopi Kenangan. simultaneously the variables of product quality, price perception, brand image, and promotion influence the decision to purchase Kopi Kenangan.

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

(xii + 97 + Attachment)

Bibliography (2015 - 2023)