

ABSTRACT

This study aims to examine and analyze the effect of brand image, perceived price and perceived product quality on purchasing decisions among Starbucks Coffee consumers in Indonesia. The variables used in this research are brand image, perceived price, and perceived product quality as the independent variables and purchasing decisions as the dependent variable. The sample used in this study is 184 people who live in Indonesia and have bought Starbucks Coffee products.

In this study, the sample collection technique was non-probability sampling with a purposive sampling technique using a questionnaire as a data collection method. The analysis used in this study uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) using the SmartPLS 3.0 application. The results in this study indicate that brand image, price, and production quality have a positive and significant effect on purchasing decisions.

Keywords: *brand image, perceived price, perceived product quality, purchase decision*