

ABSTRACT

This study aims to analyze the influence of brand image, perceived quality, and perceived price on purchase intention and its subsequent impact on the purchase decision of Banaran coffee powder consumers.

The population of this study is 17 years old minimum consumers within the city of Semarang ever bought Banaran coffee powder at least 1 time. The total sample used as many as 154 purposive sampling of respondents. A total of 154 respondents were selected using purposive sampling technique. Structural Equation Modeling (SEM) was employed to analyze the hypotheses, utilizing the Analysis Moment of Structures (AMOS) 26 software.

The findings revealed a positive and significant relationship between brand image and purchase intention. Additionally, perceived price has a positive and significant effect on purchase intention. Furthermore, purchase intention has a positive and significant effect on purchase decision. However, perceived quality has a positive and insignificant effect on purchase intention.

Keywords : Brand Image, Perceived Quality, Perceived Price, Purchase Intention, Purchase Decision