ABSTRACT

This research aims to determine the effect of product quality, price and brand image on purchase decision of Bakpia Willis product in Magelang, Semarang and Jogjakarta. The independent variable in this research is product quality(X_1), price (X_2), and brand image (X_3) while the dependent variable is the purchase decision.

The population of this research is consumers of Bakpia Willis. Samples are taken of 100 respondents by using accidental sampling technique. The data were collected by survey method through questionnaires filled by customers of Bakpia Willis. Then the data were analyzed by using regression analysis. This analysis includes the Validity Test, Reliability Test, Classic Assumption Test, Linear Regression Analysis, Hypothesis Test through The Coefficient Determination Analysis, Test F and Test T.

Based on the research results, the regression equation $Y = 0,341X_1 + 0,023X_2 + 0,470X_3$. Based on statistical data analysis, this research indicators are valid and reliable. The variable which has the greatest influence is brand image, followed by product quality variable while the price indicates negative effect. Hypothesis testing using T test showed that the the product quality variable and brand image variable shown to significantly affect the dependent variable purchase decision, while the price variable not.

Keywords : Product Quality, Price, Brand Image, Purchase Decision