

ABSTRACT

This research aims to analyze the effect of Price, Attractiveness of Advertising, Product Quality, Brand Image and its impact on purchasing decisions on Sari Roti products. Currently, bread is no longer a side dish among the people, but also has become one of the staple food alternatives for them. The development of innovation and the number of existing competition in the bakery industry make bakery products is increasingly in demand by many people. From the ease of purchase and the cost of its purchase price to many kinds of innovations in the spotlight of the consumers.

This research was conducted to people in the city of Semarang who consume bread products from Sari Roti. The number of samples was 110 respondents. Collecting data in this study by distributing questionnaires and sample acquisition methods in this study, namely non-probability sampling with purposive sampling technique. The method of analysis with the AMOS program. The results show that Electronic Word of Mouth has a significant positive effect on Belief and Brand Image. Then, Trust and Brand Image have a significant positive effect on Purchasing Decisions.

The conclusion of this study shows that each of the variables has a significant positive effect on price, attractiveness of advertising, product quality shows positive results on brand image and brand image which has a positive influence on purchasing decisions, price and product quality also have a significant impact on purchasing decisions.

Keyword : Price, Attractiveness of Ads, Product Quality, Brand Image, Purchasing Decisions