# *ABSTRACT*

*Farhan Azhar / 28189085 / 2019 / Effect of Product Quality, Price and Brand Image on Consumer Purchasing Decisions of J.CO Donuts and Coffee at Kelapa Gading Mall/ Dr. Ir. Bilson Simamora, M.M.*

*In Indonesia, culinary development is increasing, this is evident from various culinary businesses that have been carried out and are in great demand by the Indonesian people. Foods that are available in the market today are already diverse and the prices offered are relatively expensive. One of the foods that are quite simple is donuts. In the midst of intense competition, donut companies innovate by making new products, encouraging customers not to get bored with the taste and shape of existing donuts. At present there are various donut outlets to compete in the country, one of which is J.CO Donuts and Coffee. The condition of this place reflects a phenomenon that is happening in an increasingly critical society in choosing where to buy premium food and drinks.*

*The theory used in this research is the theory of product quality, price, brand image and purchasing decisions. The variables in this study are divided into two types, namely independent variables and dependent variables. The independent variables in this study are product quality, price and brand image while the dependent variable in this study is the purchase decision.*

*The object of this research is J.CO Donuts and Coffee at Kelapa Gading Mall. Sampling is done by non-probability sampling with judgment sampling technique. Data collection methods in this study used a questionnaire. Data analysis techniques in this research are descriptive analysis, classic assumption test, and multiple regression analysis. The data in this study were processed using SPSS 20.*

*The results showed that there was a significant influence between product quality on consumer purchasing decisions, prices on consumer purchasing decisions and brand image on the consumer purchase decisions of J.CO Donuts and Coffee at Kelapa Gading Mall.*

*The conclusion of this research is product quality, price and brand image have a positive and significant effect on consumer purchasing decisions at J.CO Donuts and Coffee in Kelapa Gading Mall. Researchers suggest that companies can receive input related to purchasing decisions based on product quality, price and brand image so that they can improve consumer purchasing decisions on J.CO Donuts and Coffee, and can maintain and always maintain the quality of the product, price and brand image they have.*

***Keywords: Product Quality; Price; Brand Image; Buying Decision***