*ABSTRACT*

Richard Wirawan / 22150369 / 2019 / *Effect of Brand Image and Perceived Quality on Purchase Decision* *of* Shaburi *Restaurant* *at* Kelapa Gading *Mall* *North* Jakarta / *Mr.* Muhammad Fuad, S.E, M.P.

*At this time the development in the culinary business is increasingly widespread and fast. So competing in the culinary field is big and tight. Therefore, consumers are increasingly selective in deciding where to choose food. By attending Shaburi Restaurant to the Indonesian food and beverage market, it has a major impact on state finances because the products presented are unique in that they all have the concept that you can eat shabu-shabu, this food has a distinctive taste from Japan and is healthy for the body.*

*In this study, the author uses theories to better understand the understanding related to the discussion of this thesis. These theories include: Brand image theory. Perceived quality, purchase decision, risk reduction, total perceived quality, noncompensatory models, and stages of purchasing decisions.*

*Sampling in this study was 100 respondents conducted by distributing questionnaires. The object of this study is the Shaburi Kelapa Gading respondent in the North Jakarta area. While the sample procedure uses nonprobability sampling (random sampling) and uses the judgment sampling method (sampling considerations), where sampling is in accordance with the criteria determined by the author which becomes a consideration factor, namely respondents who have visited Shaburi Restaurant. The data analysis technique used is the validity test, reliability test, classic assumption test, range in range and linear regression.*

*The conclusion of this study is that brand image and perceived quality proved to have a significant effect on the purchase decision in accordance with previous studies. The author suggests that restaurants can conduct research and development so that they can adjust to the trends and needs of consumers in the future.*

*The results of this study indicate that brand image and perceived quality variables have an influence on the purchase decision. With these results it can indicate that the better the brand image and perceived quality can increase the purchase decision of consumers towards a product.*

*Keywords*: *Brand Image, Perceived Quality, Purchase Decision*