

ABSTRACT

Price is the amount of money that must be paid by the buyer to obtain the product. Product quality is something that is offered to satisfy the needs and desires of consumers. Brand image is a picture or a series of perceptions that exist in the minds of consumers so that it becomes a belief in the product. The purpose of this study was to determine the effect of price, product quality and brand image on purchasing decisions.

The sample in this study was determined by the Slovin formula, a total of 70 samples. Variable measurement using a Likert scale. Samples were taken using non-probability sampling technique with accidental sampling method. Variable measurement uses a Likert scale. The data processing method uses the Multiple Linear Regression method with SPSS.

The results showed that price had a significant positive effect on purchasing decisions with a tcount value of 6.673 > ttable of 1.66 with a significance probability value of 0.000 < 0.05 (alpha), Product Quality had a significant positive effect on purchasing decisions with a tcount value of 5.843 > ttable of 1.66 with a significance probability value of 0.000 < 0.05 (alpha), and Brand Image has a significant positive effect on purchasing decisions with a tcount value of 2.128 > ttable of 1.66 with a significance probability value of 0.037 < 0.05 (alpha).

Keywords : *Price, Product Quality, Brand Image, purchasing decision*