

ABSTRACT

Currently the food and beverage industry is experiencing a fairly rapid development. The Sukabumi area is one of the areas with a fairly high growth of restaurants. One of them is Lazatto, as a fast food restaurant that is quite developed in Sukabumi. In the sale of Lazatto in Sukabumi, there are problems in the conditions of purchasing decisions that are not in accordance with the company's expectations, so that sales are low. Based on the answers from respondents in the pre-survey at the beginning, it is suspected that the purchase decision is influenced by product quality and brand image. Where product quality is the main thing for consumers to buy a product, and is the root determinant of whether consumers like a product at the company or not. Likewise with brand image, when the consumer's image is positive on a product, it will allow the consumer to make a purchase on the product.

The purpose of this study was to determine how the influence of product quality and brand image on purchasing decisions at Lazatto in Sukabumi. The method used is quantitative method with data analysis method using multiple linear regression. Questionnaires were distributed to 100 respondents and data processing using SPSS 26 windows 10.

The results of this study have shown that the Product Quality variable is in the good category with a score of 80%, the Brand Image variable is in the good category with a score of 79% and the Purchase Decision variable is in the good category with a score of 79%. And product quality partially influence 2,554 on Purchase Decision and Brand Image partially influence 5,535 on Purchase Decision. Then Product Quality and Brand Image have a simultaneous effect on purchasing decisions of 56.114. The variables of Product Quality and Brand Image affect the Purchase Decision that is equal to 0.536 or 53.6%,. While the rest of 0.464 or 46.4% is influenced by other variables not examined.

Keywords: Product Quality, Brand Image, Purchase Decision.