

ABSTRACT

The research aims to examine and analyze the influence of price, product quality, product taste, and brand image on purchase decisions. The research's population consisted of Kopi Kenangan Jakarta consumer. The sampling procedure used in this research is non-probability sampling. The non-probability sampling technique used is purposive sampling. The type of data used is quantitative data. The data collection method used a survey method, with the research instrument in the form of a questionnaire that was shared to the sample through the Google-Form. The questionnaire will be given criteria and value weights based on a Likert scale. 145 consumers of Kopi Kenangan Jakarta were sent questionnaires, with a return rate of 128%, or 186 respondents. The data analysis is used descriptive analysis by analyzing the data through the Partial Least Square (PLS) application with the SmartPLS version 3.2.9 program. The findings of this research indicate that for Kopi Kenangan Jakarta consumers: (1) Price has a positive and significant influence on Purchase Decision, (2) Product Quality has a positive but not significant influence on Purchase Decision, (3) Product Taste has a positive and significant influence on purchase Decision. (4) Brand Image has a positive and significant influence on purchase Decision.

Keywords: Price, Product Quality, Product Taste, Brand Image, Purchase Decision

