

## ABSTRAK

Mixue ice cream and tea hadir di Indonesia dan terus berkembang. Gerai milik perusahaan Zhang Hongchaio ini pertama kali hadir di Indonesia pada tahun 2020 dan memiliki antusias positif dari masyarakat Indonesia terbukti dengan terus bertambahnya gerai Mixue hingga mencapai 300 gerai di seluruh Indonesia, karena fenomena viral atau perbincangan publik tentang Mixue di jejaring sosial, Peneliti ini bertujuan untuk mengetahui Pengaruh *Brand image*, Kualitas Produk Dan Persepsi Harga terhadap Keputusan Pembelian (Studi Pada Mixue di Jakarta Barat). Objek penelitian ini adalah pembeli Mixue di Jakarta Barat. Sampel yang akan digunakan dalam penelitian ini adalah 120 responden. Metode pengambilan sampel dilakukan dengan metode Purposive sampling. Data penelitian ini di dapatkan dari menyebar kuisioner kepada para responden. Penelitian ini menggunakan teknik pengolahan data menggunakan *Partial Least Square (PLS) 4.0*. Hasil penelitian ini menunjukkan bahwa Brand Image berpengaruh negatif tidak signifikan terhadap Keputusan Pembelian. Kualitas produk berpengaruh positif signifikan terhadap Keputusan Pembelian dan Persepsi Harga berpengaruh positif signifikan terhadap Keputusan Pembelian.

Kata Kunci: *Brand image*, Kualitas Produk, Persepsi Harga, Keputusan Pembelian Produk Waralaba



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## **ABSTRACT**

*Mixue ice cream and tea a business that is in the spotlight of netizens because its outlets in Indonesia continue to grow. The outlet owned by Zhang Hongchaio's company was first present in Indonesia in 2020 and has positive enthusiasm from the Indonesian people as evidenced it can expand the business to 300 outlets throughout Indonesia. Mixue as a food and beverage company ranks second with the 5th number of franchises and stores in the world, due to the viral phenomenon or public conversation about Mixue on social networks, this research aims to find out the effect of brand image, product quality and price perception on purchasing decisions for franchise products (Study on Mixue). The object of this research is Mixue in west Jakarta buyers. The sample to be used in this study was 160 respondents. The sampling method was used purposive sampling method. This research data is obtained from distributing questionnaires to respondents. This study uses data processing techniques using Partial Least Square (PLS 4.0). The results of this study showed Brand image has a negative effect on the Purchasing Decision to buying. Product Quality have a significant positive effect on the Decision to buying and Price Perception has a significant positive effect on the Decision to buying.*

*Keywords: Brand image, Product Quality, Price Perception, Franchise Product Decision to buying*

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