

**THE EFFECTS OF PRICE, PRODUCT QUALITY AND BRAND IMAGE ON
PURCHASING DECISIONS OF BIMOLI COOKING OIL
IN BENGKULU CITY**

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ABSTRACT

This study aims to determine the effects of price, product quality and brand image on purchasing decisions for Bimoli Cooking Oil in Bengkulu City. Based on the research results, the sample obtained in this research was 110 using the random sampling method. Based on the results of the multiple linear regression research, it showed that $Y=63,893 + 0,289 + -0,345 + 0,107 + 8,158$ which proves that price, product quality and brand image have a positive influence on purchasing decisions for Bimoli Cooking Oil in Bengkulu City. The results of the T test show that the price has $T_{count} > T_{table}$ ($1.659 > 2.556$) and a significance value of $0.012 < 0.05$, so the results of the H_a hypothesis are accepted and H_o is rejected, which means that price has a positive and significant effect on purchasing decisions for Bimoli Cooking Oil in Bengkulu city. Product Quality Test Results (X_2) show $t_{count} 3.739 > t_{table} 1.659$ and significant $0.000 < 0.05$. Therefore, the results of the H_a hypothesis are accepted and H_o is rejected, meaning that product quality has a positive effect on the purchasing decisions for Bimoli Cooking Oil in Bengkulu City, and the results of the Brand Image Test (X_3) show $t_{count} 1.081 > t_{table} 1.659$ and significant $0.282 > 0.05$, therefore the results of the H_a hypothesis is rejected and H_o accepted, meaning that Brand Image has no significant influence the purchasing decisions for Bimoli Cooking Oil in Bengkulu City. Thus, the F test shows that the results of comparing the F_{count} value with F_{table} means that the F_{count} value is greater than F_{table} , namely $5.875 > 2.69$, so it can be concluded that the hypothesis is accepted, meaning there is a simultaneous influence between Price (X_1), Product Quality (X_2) and Brand Image (X_3) on purchasing decision variable (Y), this can be seen at the significance level of $0.001 < 0.05$.

Keywords: Price, Product Quality, Brand Image

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