

ABSTRACT

This research aims to determine the influence of product quality, product image and product price on consumers' decisions to consume Karo coffee. This type of research is quantitative. The number of samples in this study was 30 respondents, namely heads of households in Gurubenua Village. The data analysis technique used in this research is multiple linear regression data analysis technique. The research results show that product quality has a positive and significant effect on consumer decisions, product image has a positive and significant effect on consumer decisions and product price has a negative and significant effect on consumer decisions. Simultaneously, product quality, brand image and product price influence consumer decisions by providing an influence of 95.9% on consumer decisions.

Keywords: Product Quality, Product Image, Price, and Consumer Decisions