

ABSTRAK

Perkembangan dalam sektor bisnis, yang didorong oleh kemajuan teknologi memaksa setiap perusahaan untuk menemukan strategi terbaik dalam bersaing guna mempertahankan pelanggan dan kelangsungan usaha mereka. Tujuan dilakukannya penelitian ini adalah mengidentifikasi serta melakukan analisa terkait bagaimana kualitas produk, brand image, serta inovasi produk memengaruhi keputusan konsumen dalam membeli keripik caesar azumi di Lumajang. Penelitian dilakukan dengan pendekatan kualitatif, dimana keseluruhan data diperoleh dengan menyebarkan kuesioner sebanyak 60 responden yang merupakan konsumen keripik Caesar Azumi dipilih dengan teknik purposive sampling. Data kemudian dianalisis menggunakan metode statistik untuk mengamati pengaruh beberapa variabel secara simultan melalui regresi linier berganda. Hasil analisis menunjukkan bahwa (1) Keputusan pembelian dipengaruhi secara signifikan oleh kualitas produk (2) *Brand image* mempengaruhi keputusan pembelian secara signifikan, (3) Inovasi produk tidak mempengaruhi keputusan pembelian secara signifikan.

Kata Kunci : Kualitas Produk, *Brand Image*, Inovasi Produk dan Keputusan Pembelian



ABSTRACT

Developments in the business sector, driven by technological advances, force every company to find the best strategy to compete in order to retain customers and sustain their business. The purpose of this research was to identify and analyze how product quality, brand image, and product innovation influence consumer decisions in buying Caesar Azumi chips in Lumajang. The research was conducted using a qualitative approach, where all data was obtained by distributing questionnaires. A total of 60 respondents who were consumers of Caesar Azumi chips were selected using purposive sampling technique. The data were then analyzed using statistical methods to observe the effect of several variables simultaneously through multiple linear regression. The results of the analysis show that (1) Purchasing decisions were significantly influenced by product quality (2) Brand image significantly influenced purchasing decisions, (3) Product innovation did not significantly influence purchasing decisions.

Keywords: *Product Quality, Brand Image, Product Innovation and Purchasing Decisions*

