

ABSTRACT

Opa Milk Cafe and Restowas chosen as a research object because of its uniqueness. Starting from the unique market share plus products offered are new and special products in the market area. The purpose of this study is to analyze the effect of product quality, price perception, promotion, and brand image towards purchasing in Opa Milk Cafe & Resto.

In this study, data collection techniques use questionnaires spread in which there are open and closed questions. The writer uses Structural Equation Modeling (SEM) method in the analysis. In this study, there are two analyze techniques which are Confirmatory Factor Analysis and Regression Weight. The numbers of sample used in this study is 120 respondents.

Based on the hypothesis summary, this study shows that product quality, price perception, and brand image positively and significantly affect customer's decision in purchasing goods. The management of Opa Milk can improve the promotion program in order to improve purchasing decisions by consumers. The author hopes that this research can help the management of Opa Milk Cafe and Restaurant in improving existing purchases.

Keywords : Product Quality, Price Perception, Promotion, Brand Image