

ABSTRACT

According to the World Health Organization (WHO), health is a healthy condition that is intact physically, mentally, and socially and is not only considered as free from diseases. One way to keep your body healthy is to live a clean and healthy lifestyle as well as consume foods and drinks that have rich in nutrition. Health is also a very important thing for the human body in order to survive and perform maximum activity.

Product Quality is a fundamental variable for consumers in making purchases. It is necessary to do research in advance to find out how the level of consumer's purchasing decisions in the City of Jakarta is influenced by the quality of Nutrition Shake Mix Herbalife products. Pre-research result shows that most consumers in Jakarta City purchase Nutrition Shake Mix Herbalife products based on the quality of the product. Therefore, through this research the writer aim to find out the effect of product quality as independent variable (X) consisting of Performance, Feature, Conformance to Specification, Reliability, Durability, Aesthetic, Perceived Quality and Serviceability towards Purchasing Decision as variable (Y).

This type of research uses quantitative method with descriptive-causality research type. Sampling was done by non-probability sampling method which is by random sampling technique with 100 respondents in total. Data analysis technique used is descriptive analysis and simple regression analysis. The results showed that the product quality partially influence the purchase decision of Nutrition Shake Mix Herbalife, This is shown by the equation of simple linear regression line that is $Y = 25,373 + 0,283$ meaning every change of unit value of X variable will follow change Y value equal to 0,283 times X at constant 25,373. The coefficient of determination test shows the number of 8.4%, which means the quality of the product to the purchase decision is 8.4% while the rest of 91.6% is another factor not examined in this study.

Keywords: Product Quality, Nutrition, Purchase Decision, Nutrition Shake Mix Herbalife, Jakarta City.

