

ABSTRACT

This research is motivated by problems related to brand image and product quality at J.CO Donuts & Coffe Buah Batu Bandung. These problems are based on the results of the pre survey which shows that the quality of the product consisting of performance, reliability or reliability, durability and safety (safety) has not fully received good responses from respondents. Although the brand of J.CO Donuts & Coffe Buah Batu Bandung according to Idntimes.com is included in 5 famous brands in Indonesia, but in 2017 described the consumer purchasing decision to buy it declined, in this study the author wanted to examine whether this decline was caused by product quality or brand image. Where more and more competitors arouse the enthusiasm of business people to further improve their brand and quality. This study aims to determine how much influence the brand image on purchasing decisions is mediated by Product Quality at J.CO Donuts & Coffe Buah Batu Bandung.

The method used in this study is a quantitative method with the type of research used is descriptive verification, the measurement scale used is the Likert scale. The study population was visitors to J.CO Donuts & Coffe Buah Batu Bandung with a sample of 400 respondents. The sampling technique used in this study was nonprobability sampling. The data analysis method used in this study is Structural Equation Modeling (SEM). Data processing is done using SmartPLS.

Hypothesis results The brand image of product quality has a brand image effect that has a positive and significant effect on product quality, and the brand image on purchasing decisions has no significant effect on purchasing decision variables, while product quality on purchasing decisions shows purchasing decisions have a positive and significant effect on decisions purchase. Based on the results of the study it can be concluded that the brand image in the good category, product quality in good categories, good purchasing decisions in categories, and the results of SEM analysis that the influence of brand image and product quality variables have a significant influence on purchasing decisions.

Keywords: *Brand Image, Product Quality and Purchasing Decision*