

ABSTRACT

Holland Bakery is one of the largest bakery companies in Indonesia which has outlets in various major cities, one of which is in Bandung. One of them is the Holland Bakery Buah Batu Bandung branch which has the highest sales in 2020. However, in 2021 there will be sales instability so Holland Bakery Buah Batu Bandung needs to deal with it with a special strategy. For this reason, it is necessary to analyze the factors that influence consumer purchasing decisions at Holland Bakery. The purpose of this study was to determine and analyze the effect of product quality and consumer perceptions on purchasing decisions of Holland Bakery, Buah Batu Branch, West Java.

The research method used is a quantitative method with the type of descriptive-causality research. Sampling was done by non-probability sampling technique used is purposive sampling technique with the number of respondents 100 respondents Holland Bakery Buah Batu Bandung consumers. The data analysis technique used was descriptive analysis and multiple regression analysis.

Based on the results of the descriptive analysis, product quality is included in the good category with a percentage of 77.93%, consumer perceptions are included in the good category with a percentage of 79.44% and purchasing decisions are included in the good category of 78.18%. Based on the research results show that product quality and consumer perceptions have a significant influence partially and simultaneously on purchasing decisions at Holland Bakery Buah Batu Bandung branch.

Keywords: Product Quality, Consumer Perception, Purchase Decision.