THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTIONS, AND BRAND IMAGE ON THE DECISION TO PURCHASE YAKULT BEVERAGES IN EAST JAKARTA

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Abstract:

This research aims to analyze the influence of product quality, price perception and brand image on purchasing decisions for Yakult drinks in East Jakarta. This research data uses primary data in the form of a questionnaire to 100 respondents who have consumed Yakult drinks in East Jakarta. The data analysis technique uses inferential analysis with multiple linear regression and uses the Statistical Product and Service Solution (SPSS) version 26.0 program. The results of multiple linear regression analysis show that the variables Product Quality (X1), Price Perception (X2), and Brand Image (X3) have a positive and significant effect on the Purchase Decision for Yakult drinks in East Jakarta. The existence of a positive and significant influence between product quality, price perception and brand image shows that the higher the level of product quality, price perception and brand image, the higher the decision to purchase Yakult drinks in East Jakarta.

Keywords: Product Quality, Price Perception, Brand Image

INTRODUCTION

The relatively modern lifestyle of today's urban society requires them to always be healthy and strong, health is the main investment life public urban moment This. But Because busyness in activities daily make it own style life or pattern Eat unhealthy and disorganized. Good things like exercising and maintaining a healthy lifestyle are no longer done because of these activities. Because of this, they prefer to consume instant or fast

food, fried high-fat foods, spicy foods, and the habit of consuming drinks that disrupt the digestive system, such as coffee, alcohol and fizzy drinks.

To maintain a good digestive system, a balance is needed between the two bacteria, obviously there must be more good or beneficial bacteria by body rather than bacteria Which harm (Hanum & Hidayat, 2017). In the intestines, There are more than 100 types of bacteria. In this case, our bodies need to consume health drinks that are good for the intestines and digestion, such as probiotic drinks or fermented milk which are beneficial for the digestive system, helping overcome various type disease like constipation or diarrhea and improve the body's immune system amidst busy daily activities.

Therefore, to prevent more bad bacteria from multiplying, we have to drink lots of probiotic drinks. One of them is Yakult because in Yakult there are 6.5 billion *L Casai Shirota Strein* bacteria which are good for helping digestion and strengthening the body, so that we stay healthy and live long. Products that compete with probiotic drinks besides Yakult are Cimory, Calpico and Vitacharm. The large number of probiotic drink brands shows that the level of competition between the business world and companies is increasing. The Yakult brand occupies the top position And more superior compared brand drink probiotics its competitors in 2018 (Zuhriatusobah, 2020). The Yakult brand is well known by Indonesian people and people throughout the world. Since the last 5 years, Yakult has been preferred by the public over other similar brands of probiotic drinks, and its ranking remains in the top position as branded packaged fermented milk.

In 2017 to 2019, Yakult achieved a Top Brand ranking of more than 70% for three consecutive years, and always beat its competitors by a fairly large margin and shows that consumers are faced with various choices of probiotic drink brands. Of the various brand options above, Yakult is the market leader and superior in this segment. Probiotic drinks are drinks that contain a number of probiotic bacteria. Consumers think about many things when deciding to repurchase a product.

Many things support the above phenomenon, namely product quality and image brand product drink milk fermentation Which offer benefit avoid digestive ailments and improve the body's immune system. Consumers consider many factors when making a decision to repurchase a product.

Underneath is the quality of a product or service, which depends on its ability to meet stated or implied customer needs (Kotler And Armstrong, 2008). Quality product is form with complex satisfaction values. Excellent product quality meets consumer product needs and desires. If the product quality received is higher than expected, then the product quality level will be satisfactory (Hidayat, 2017). Quality product is circumstances something product on level quality that meets consumer expectations. When purchasing a product, product quality is one of the things that the buyer considers (Weenas, 2013).

Apart from quality, consumers will also consider price. According to (Karjaluoto et al., 2003) in their study, one of the most important things that influences consumer purchasing decisions is price (Widyastuti, 2018); (Nasution, 2019); (Santoso, 2016). Price is an element of *the marketing mix* that can change and be changed quickly (Fatihudin & Firmansyah, 2019). High product prices will increase producer income (Febianti, 2014). However, setting high prices does not make it easier for consumers to make purchasing decisions. Consumers take it consideration Which enter sense Which influenced by perception they.

Provide product Which enter to market with price tall in that scale reasonable is challenge for producer. Consumer compare price a product or service with the price of its competitors, then compare it with the benefits or results achieved (Maulana, 2016); (Evelina et al., 2013); (Sandy, 2022). When the amount of money or value offered to a consumer for a product meets or exceeds expectations, the consumer satisfied. Trust consumer to the value and quality product very important for manufacturers. The large number of competitors in a product allows consumers to compare the reasonableness of the price with the benefits they receive.

Another factor that can influence purchasing decisions is brand image. Brand image is a known name for a product that is formed from information and previous customer experiences (Lee et al., 2011). Brand image is what consumers want to think, feel and act towards something brand product goods And service (Julius & Limakrisna, 2016). Brand image Also will influence consumer For do decision purchase (Amilia, 2017). Branding (image brand) is Suite association brand Which formed and connect with consumers' minds (Magdalena, 2020). The image of a brand will describe how the product or service is in the minds of consumers. Apart from that, according to a survey (Fure et al., 2015), brand image, product quality and price also have a significant influence on consumer purchases.

Marketing management involves planning, organizing, controlling, and distributing products and services to provide value to consumers (Sunyoto, 2014). Marketing management is the art and science of determining target markets and building profitable relationships with selected target markets (Budianto, 2015). The marketing mix includes product, promotional, and pricing strategies designed for mutually beneficial exchange with the target market. The marketing mix consists of elements that are interrelated and can be controlled by the company.

Product quality is the totality of product features and characteristics that satisfy consumer needs (Wulansari, 2017); (Pratama & Santoso, 2018); (Kumbara, 2021); (Rondonuwu, 2013). Products can be physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. Product quality involves various

dimensions such as performance, durability, conformity to specifications, features, reliability, aesthetics, and perceived quality.

Price perception is the way consumers view and give meaning to the price of a product (Maimunah, 2020). Price perceptions can be influenced by past experiences, stimuli, and information received (Baehaqi et al., 2022). Pricing factors involve product value, competitiveness, conformity to quality, and conformity to product benefits.

Brand image is the consumer's perception of a brand, influenced by experience, personal relationships, public image and commercial image. Brand image involves the image of the manufacturer, the image of the product/consumer, and the image of the user. A positive brand image can increase consumer purchasing decisions.

The purchasing decision is the stage in the buyer's decision-making process where the consumer actually buys the product (Fure et al., 2015); (Sari, 2020). Factors that influence purchasing decisions involve cultural, social, personal, and psychological. The stages of a purchasing decision involve problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The relationship between research variables shows that product quality, price perception, and brand image can influence consumer purchasing decisions. Good product quality, positive price perceptions, and a strong brand image can increase a consumer's likelihood of purchasing a product.

A case study regarding purchasing decisions for the Yakult brand probiotic drink in Kampung Botokan Pajang Laweyan Surakarta in 2017 shows that product quality (X3) and brand image (X1) have a significant influence on purchasing decisions (Y). Another research by Suri Amalia and M. Oloan Asmara Nst in 2017 regarding purchasing decisions for Xiaomi brand cellphones in Langsa City found that brand image (X1), price (X2), and product quality (X3) significantly influenced purchasing decisions (Y) .

A study by Fatmawati and Soliha in 2017 regarding the purchasing decision process of consumers of "Honda" automatic motorbikes showed that product quality (X1) had a positive effect on purchasing decisions (Y), while brand image (X2) had no effect, and price perception (X3) has an influence on purchasing decisions (Y).

Napik et al. (2018) conducted research related to BlackBerry purchasing decisions with the variables brand image (X1), price perception (X2), product quality (X3), and promotion (X4). The results show that all of these variables have a positive influence on purchasing decisions (Y), with price (X3) being the most dominant variable.

This research aims to analyze a number of factors that influence the decision to purchase Yakult drinks in East Jakarta. First, this research will evaluate the influence of product quality on purchasing decisions about Yakult drinks. Second, it will be analyzed how price perceptions influence consumer purchasing decisions for Yakult drinks in the region.

Furthermore, this research will also examine the impact of brand image on purchasing decisions for Yakult drinks in East Jakarta. Through analysis of these three factors, it is hoped that a deeper understanding can be obtained about the factors that influence consumer preferences for Yakult drinks in this market.

RESEARCH METHODS

The research object used in this research is the decision to purchase Yakult drinks in East Jakarta which is influenced by product quality, price perception and brand image.

In this research, researchers used causal research, namely research that aims to identify relationships between variables.

The data source in this research was obtained through distributing questionnaires, namely a data collection method by providing a question or statement related to the research variables, including product quality, price perception and brand image to respondents who meet the criteria. Respondents in this research are consumers of Yakult beverage products who live in East Jakarta.

The type of data used is quantitative using primary data. Primary data is data collected from responses by distributing questionnaires. Quantitative methods are methods that use the presentation of research results in the form of numbers or statistics. Quantitative methods are used to test the independent variables, namely product quality, price perception, and brand image and the dependent variable, namely purchasing decisions.

The population in this research is consumers of Yakult beverage products who live in East Jakarta. This research used a sample of 96.04 which was rounded up to 100 respondents who were Yakult drink consumers in East Jakarta.

The data collection technique in this research used a questionnaire. The questionnaire used contains a list of statements in closed form with definite answers which will be distributed to respondents.

In this study, researchers tested the following variables, namely product quality, price and brand image as independent (free) variables and consumer satisfaction as the dependent (dependent) variable. In this study there were 3 (three) independent variables, so multiple linear regression equations were used.

RESULTS AND DISCUSSION

A. Descriptive Analysis

The results of statistical tests are to determine the average value of the total mean and total mean For every variable. Variable independent that is Quality Product (X1),

Price Perception (X2) and Brand Image (X3), as well as the dependent variable, namely Decision Purchase (Y) Which each each consists from 7 item question for variables X1, 4 item statement X2, 3 item question X3, 4 item statement for variable Y. Data analysis was carried out using calculations based on respondents' answers and using statistical calculation methods using SPSS 26.0.

1. **Quality Product (X1)**

Table 1. Average Total Mean Quality Product (X1)

1. Performance quality	
Quality product drink yakult more Good than product other	4.3
2. Feature	
Drink yakult is drink probiotics Which Good For health	4.47
3. Adjustment	
Product Drink Yakult Which for sale in outlets/ roadside stall always noticed date expired	4.19
4. Reliability	
Product Drink Yakult Which available in outlets/ roadside stall can reliable the quality	4.17
5. Style	
Product drink Yakult own product Which hygienic And guaranteed its cleanliness	4.45
6. Form	
Size product drink Yakult Which available Already in accordance with hope consumer	4.24
7. Quality of conformity	
Product drink Yakult own quality product Which Good in accordance with Which promised	4.48
Average Total Means Quality Product (X1)	4.32

Based on the table above, the results of respondents' assessments of product quality can be obtained flat flat answer agree with average total means Quality Product (X1) overall is 4.32. The highest total average for the conformity quality indicator was 4.48. And for the lowest results with a value of 4.17 on the reliability indicator.

2. **Price Perception (X2)**

Table 2. Average Total Perception Price (X2)

1. Affordability price	
Price product drink Yakult affordable by consumer	4.52
2. Power price competitive	
Price Which offered own Power competitive Which Good compared competitor	4.27
3. Price match with quality	
Price drink Yakult quality Good with price Which cheap	4.34
4. Price match with benefit	
Price drink Yakult comparable with benefit Which felt consumer.	4.55
AVERAGE TOTAL MEANS Perception Price (X2)	4.42

Based on the table above, the results of respondents' assessment of Price Perception can be obtained, the average answer is agree with the average total means of Price Perception (X2). whole as big as 4.42. Flat- flat total highest on indicator price suitability with benefit with mark 4.55. And For results Lowest with mark 4.27 on power indicator price competitive .

3. **Brand Image (X3)**

Table 3. Average Total Means Image Brand (X3)

1. Maker image	
Consumer feel brand product Yakult own reputation Which Good in eye public Indonesia	4.57
2. Product/consumer image	
Consumer feel product drink Yakult own quality And image brand Which positive in the eyes consumer	4.55
3. User image	

Brand Yakult easy in remember consumer	4.71
Average Total Means Image Brand (X3)	4.61

Based on the table above, the results of the respondents' assessment of Price Perception, the average answer is agree, with an overall average total mean of Brand Image (X3) of 4.61. The highest total average was for the user image indicator with a value of 4.71. And the lowest result is with a value of 4.55 on the product image indicator.

4. **Purchase Decision (Y)**

According to (Peter And Johnson, 2004) Decision Purchase called Also as a process of combining knowledge to be able to evaluate two or more from behavior alternative Which Then can choose wrong one of them. So it can be concluded that the purchasing decision is a process in choosing one among many other options.

The results of the respondents' assessment of Purchasing Decisions, on average, answered agree with the overall average total means of Purchasing Decisions (X2) being 4.22. The highest total average for stability indicators for a product is 4.54. And to lowest results with value 3.99 on indicator of repurchase .

5. **Instrument Test Results**

Instrument feasibility testing aims to ensure that the measuring instrument used is good enough to obtain research data. The quality of the data obtained depends on the quality of the instrument built. There are two instrument feasibility tests, namely the validity test and the reliability test.

a. **Validity test**

Criteria Which used For determine valid or or not The statements in this research are as follows:

a. Level significance as big as 5% or 0.05
b. *Degrees of fredoom* (df = n-2), 100-2 = 98 got r table = 0.1966
c. If r count < r table (at a significance level of 5% or 0.05 then it can be said that the questionnaire statement item is invalid.
d. If r count > r table (At a significance level of 5% or 0.05, it can be said that the questionnaire statement item is valid.

Results test validity can seen from Table in lower This:

Table 4. Validity Test Results

Variable	Statement	R count	R Table	Information

Variable	Statement	R Count	R Table	Information
	Statement 1	0.519	0.1966	Valid
	Statement 2	0.538	0.1966	Valid
	Statement 3	0.531	0.1966	Valid
Variable (X1)	Statement 4	0.655	0.1966	Valid
	Statement 5	0.676	0.1966	Valid
	Statement 6	0.494	0.1966	Valid
	Statement 7	0.600	0.1966	Valid
Variable	Statement	R Count	R Table	Information
	Statement 1	0.713	0.1966	Valid
Variable	Statement 2	0.766	0.1966	Valid
(X2)	Statement 3	0.779	0.1966	Valid
	Statement 4	0.585	0.1966	Valid
Variable	Statement	R Count	R Table	Information
	Statement 1	0.493	0.1966	Valid
Variable	Statement 2	0.541	0.1966	Valid
(X3)	Statement 3	0.487	0.1966	Valid
Variable	Statement	R Count	R Table	Information
	Statement 1	0.650	0.1966	Valid
	Statement 2	0.690	0.1966	Valid
Variable (Y)	Statement 3	0.774	0.1966	Valid
	Statement 4	0.710	0.1966	Valid

Source: Data Primary, (2021)

Based on the table, it shows that all statement items totaling 18 statement items are declared valid, because of the calculated r value in the *corrected item column the total correlation* is greater than the r table of 0.1966.

b. **Reliability Test**

Something construct or variable said *reliable* If mark *Cronbach Alpha* > 0.6. As for results test reliability can seen from table 4.10 in lower This:

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Conclusion
Quality Product (X1)	0.821	0.6	Reliable
Perception Price (X2)	0.861	0.6	Reliable

Image Brand (X3)	0.689	0.6	Reliable
Decision Purchase(Y)	0848	0.6	Reliable

Source: Data Primary, (2022)

Based on table on showing that variable Quality Product (X1) produces a *Cronbach's Alpha value* of 0.821 > 0.6. The Price Perception variable (X2) produces a *Cronbach's Alpha value* of 0.861 > 0.6. The Brand Image variable (X3) produces a *Cronbach's Alpha value* of 0.689 > 0.6. And the Purchase Decision Variable (Y) produces a *Cronbach's Alpha value* of 0.848 > 0.6. This shows that all variables have *a Cronbach's Alpha* higher than 0.6. So it can be concluded that all statements used for the variables Product Quality, Price Perception, and Brand Image on Purchasing Decisions in this research obtained reliable data.

5. **Results Test Assumption Classic**

   a. **Normality test**

   The normality test aims to test whether in the regression model, the residual variables have a normal distribution. As is known, the t test and f test assume that the residual values follow a normal distribution. To test whether the data is normally distributed or not, the *Kolmograv-Smirnov statistical test can be carried out.* Residuals are normally distributed if they have a significance value > 0.05. And in this study a normality test was used by comparing the probability values of the Kolmogorov-Smirnov Test.

Table 6. Results Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	2.06747022
Most Extreme Differences	Absolute	,085
	Positive	,085
	Negative	- .085
Statistical Tests		,085
Asymp. Sig. (2- tailed)		,070 [c]

Source: Data Primary, (2022)

the one simple *Kolmogorov-Smirnov* test can be explained that overall the variables used in this research are stated to be normally distributed, namely product quality, price perception and image brand to Decision Purchase. Due *Asymp. sig. (2-tailed)* of $0.70 > level\ of\ significance\ (\alpha) = 0.05$.

b. Multicollinearity Test

In study This For detect There is or or not Multicollinearity in the regression model is seen from the *Variance Inflation Factor (VIF) value* and the tolerance value . If the *tolerance value* is close to 1, as well as the VIF value around the number 1, and not more than 10, it can be gathered that there is no multicollinearity between the independent variables in the regression model.

As for results test multicollinearity on table in lower This:

Table 7. Multicollinearity Test Results

Coefficients [a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product quality	,615	1,627
	Perception Price	,723	1,383
	Image Brand	,672	1,489

a. Dependent Variables: Decision Purchase

Source: Data Primary, (2022)

Based on the table above, it is known that the *tolerance value* is greater than (0.10) and value VIF not enough from 10. Heavy from table on can It was concluded that there was no multicollinearity, because the Product Quality variable got a *tolerance value* of 0.615 and a VIF value of 1.627, the Price Perception variable got a *tolerance value* of 0.723 and a VIF of 1.383, the variable and the Brand Image variable got a *tolerance value* of 0.672 and the value The VIF is 1,489. So the regression or model used in this research is free from multicollinearity.

c. Heteroscedasticity Test

The Heteroscedasticity Test using the Gletjer test aims to test whether in the regression model there is inequality of variance from the residuals or

other observations. A good regression model means that heteroscedasticity does not occur.

Table 8. Heteroscedasticity Test Results

Coefficients [a]

Model	Unstandardized		Standardized	t	Sig.
	B	Std.	Beta		
1 (Constant)	6,106	1,425		4,284	0,000
Brand_Image	-0.143	0.044	-0.374	-3,234	0.102
Product_Diversity	-0.129	0.061	-0.225	-2,110	0.137
Trust_Online	-0.147	0.118	0.138	-1,244	0.217

a. Dependent Variables:
ABS_RES Source: Primary
Data, (2022)

Based on the table above, the heteroscedasticity test method can be explained Glatjer can obtained mark significant more big from 0.05, so that It can be said that the data does not have heteroscedasticity problems.

6. Results Test Regression Double Linear

Analysis regression linear multiple This used For know the influence of the independent variables, namely Product Quality, Price Perception, and Brand Image on the dependent variable, namely Purchasing Decisions. The SPSS program assistance obtained results from the values a and b1, b2, b3 and b4 can be seen in the following table :

Table 9. Results Regression Test Linear Multiple

Coefficients [a]

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Model				t	Sig.		

1	(Constant)	-6,388	2,397		-2,665	,009		
	Quality Product	,219	,074	,266	2,944	,004	,615	1,627
	Perception Price	,378	.103	,307	3,678	,000	,723	1,383
	Image Brand	,722	,199	,314	3,630	,000	,672	1,489

a. Dependent Variable: Decision Purchase

Source: Data Primary, (2022)

Based on table 4.15 test regression Which formed is as following:

> Keputusan Pembelian = 0.266 Kualitas Produk + 0.307
> Persepsi Harga + 0.314 Citra Merek

Interpretation Regression Linear Multiple:

1. Estimated coefficient use standardized value coefficient The product quality variable is 0.266 with a positive sign, which means that good product quality will increase purchasing decisions.
2. Coefficient estimation use mark standardized coefficient variable Price perception is 0.307 with a positive sign, which means that good price perception will increase purchasing decisions.
3. The estimated coefficient uses the standardized coefficient value of the brand image variable as big as 0.314 with sign (sign) positive Which means that image A good brand will increase purchasing decisions.

Based on mark standardized coefficient show that image brand relatively speaking, it has a greater contribution than product quality and price perception to purchasing decisions.

7. **Results Test Hypothesis**

a. **Test Q (Test Partial)**

The T test aims to show how much influence an explanatory/independent variable individually has in explaining variations in the dependent variable. If the calculated T value > T table with a significance level (p-value) < 5%, then this shows that H0 is rejected and Ha is accepted. Results calculation Test Q (Test Partial) can explained as follows:

1. The results of testing Product Quality (X1) on Purchasing Decisions (Y) obtained a significant value of 0.004 < 0.05 and obtained a calculated t value 2,944 > t table 1,660. Which shows that product quality has a significant effect on purchasing decisions. These results show that product quality has a good reputation in accordance with purchasing decisions.

2. The results of testing Price Perception (X2) on Purchasing Decisions (Y) obtained a significant value of 0.000 < 0.05 and obtained t count 3.678 > t table 1.660. Which shows that price perception has a significant effect on purchasing decisions. This shows that Price Perception has a good relationship to Purchasing Decisions.

3. The results of testing Brand Image (X3) on Purchasing Decisions (Y) obtained a significant value of 0.000 < 0.05 and obtained t count 3,630 > t table 1,660. Which shows that Brand Image has a significant influence on Purchasing Decisions. This shows that Brand Image influences Purchasing Decisions.

b. Test F (Test Simultaneous)

Test statistics F on basically show is variable independent or the independent variables included in the model have a joint influence on the dependent or bound variable.

As for results Test F (Simultaneous Test) can seen under This:

Table 10. Test results F
(Simultaneous Test)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	453.021	3	151,007	34,257	,000 [b]
	Residual	423,169	96	4,408		
	Total	876,190	99			

Source: Data Primary, (2022)

Based on table on can seen that value probability more small than 0.05, that is with mark significant as big as 0,000 And obtained results F count 34,257 > F table 2.70. Matter This show that Ho rejected And Ha accepted, which means that product quality, price perception and brand image simultaneously influence purchasing decisions when purchasing Yakult drinks.

c. **Coefficient Determination (R ^{2})**

According to Ghozali (2011), coefficient determination (*Adjus R Aquare*) used for know how much big percentage Which capable in explain by *technical* variables *sales skills* And *non technical sales skills* to trust consumers and the implications for sales force performance.

As for results test coefficient determination (R ^{2}) can seen under This:

Table 11. Results Test Coefficient Determination (R ^{2})

Model	R	R Square	Adjusted R Square
1	,719 ^{a}	,517	,502

Source: Data Primary, (2022)

Based on the table above, a positive value of R ^{2} (Adjusted *R Square*) is obtained at 50.2%, which means that the influence that explains variable independent Quality Product, Perception Price, And Image Brand on the dependent (bound) variable, namely Purchase Decision, is 50.2%, while the remaining 49.8% is other variables that are not used in this research, such as.

B. **Discussion Study**

1. **Influence Quality Product to Decision Purchase at Yakult Drinks in East Jakarta**

Based on the results of research conducted by researchers, the results were obtained that product quality has a positive effect on purchasing decisions, so it can be concluded that the product quality variable has a positive effect on purchasing decisions. This is addressed by the T test, where t is calculated more big from t table Which show H0 rejected And Ha accepted which means that there is an influence between the Product Quality variable (X1) and the Purchasing Decision variable (Y), meaning that if the Product Quality variable increases, the Purchasing Decision variable will also increase. This can be addressed by the largest *mean* which is found in the suitability quality indicator with a score of 4.48.

The results of this research are in line with the results of previous research conducted by Dewi Rosa Indah (2020), research on beauty products and conducted at Ocean University, they concluded that product quality had a positive and significant effect on purchasing decisions. The better the quality of the product created, the higher the purchasing decision for the product itself.

2. **Influence Perception Price to Decision Purchase at Yakult Drinks in East Jakarta**

Based on the results the researchers did so obtained that result Price perception has a positive effect on purchasing decisions, so it can be concluded that price

perception has a positive effect on purchasing decisions. Matter This addressed by test Q, Where t count more big from t table which shows H0 is rejected and Ha accepted which mean there is there is intermediate influence variable Perception Price (X 2) with variable Decision Purchase (Y) means that if the Price Perception variable increases, the Purchase Decision variable will also increase. This can be addressed by the largest *mean* , which is found in the price-benefit suitability indicator with a score of 4.55.

The results of this research are in line with the results of previous research conducted by Napik et al (2018) study on product blackberries, they concluded that price perceptions had a positive and significant effect on purchasing decisions. And based on this research, if price perceptions increase, purchasing decisions will also increase.

3. **The Influence of Brand Image on Purchase Decisions for Yakult Drinks in East Jakarta**

Based on results Which researcher do so obtained results that Brand image has a positive influence on purchasing decisions, so it can be concluded that brand image has a positive influence on purchasing decisions. Matter This addressed by test Q, Where t count more big from t table which shows H0 is rejected and Ha accepted which mean there is there is The influence between the Brand Image variable (X3) and the Purchasing Decision variable (Y) means that if the Brand Image variable increases, the Purchasing Decision variable will also increase. This can be addressed by the largest *mean* which is found in the user image indicator with a score of 4.71.

On variable image this brand more dominate. Matter This Can seen on the results average from image brand (X 3) that is 4.61. More tall compared Another variable is that the company can maintain its brand image because if the brand image increases, it will influence purchasing decisions as well.

The results of this research are in line with the results of previous research conducted by Hartyanti & Chandra (2021) research on motorized vehicles Honda Which done in dealer sandalwood fragrant Pekalongan. They concluded that image brand influential postve And significant on purchasing decisions.

CONCLUSION

Based on the analysis and discussion of data regarding the influence of product quality, price perception and brand image on purchasing decisions for Yakult drinks in East Jakarta, the following conclusions can be drawn: (1) Product quality variables have a positive and significant influence on purchasing decisions. Provides an understanding that the better the product quality, the higher the consumer's purchasing decision to consume

Yakult drinks . (2) The price perception variable has a positive and significant effect on decisions purchase. Give understanding that the more price According to purchasing power, consumers will increasingly purchase Yakult drinks. (3) Variables image brand influential positive And significant to buying decision. Provides an understanding that the higher and better the brand image, the higher the purchasing decision and level of consumer trust in the Yakult drink brand.

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