THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE DECISIONS AT WARUNG MIE SUREEE CEK PON RANGKAYA INTERSECTION

Nuratul Ikramah[1], Cut Sukmawati[2], Maisyura[3], Teuku Zulkarnaen[4], Sufi[5]

[1,2,3,4,5] Business Administration Study Program Administration Department Faculty of Social and Political Sciences, Universitas Malikussaleh, Indonesia.
Email: nuratul.200270067@mhs.unimal.ac.id[1], skripsitesiscutsukmawati@gmail.com[2], maisyura@unimal.ac.id[3], tzulkarnaen@unimal.ac.id[4], sufi@unimal.ac.id[5]
Correspondence Author: skripsitesiscutsukmawati@gmail.com

Abstract

This article examines the influence of product quality and brand image on purchasing decisions at Warung Mie Suree Cek Pon Simpang Rangkaya. The main question to be answered in this study is whether product quality and brand image are factors that influence customer satisfaction that occurs at Warung Mie Suree Cek Pon Simpang Rangkaya. During the observation, the researcher saw that respondents stated that they decided to make a purchase at Warung Mie Suree Cek Pon Simpang Rangkaya because of the quality of the product provided. This assessment is based on personal experience and reputation from other people or the media. From the results of the pre-research survey obtained, the average respondent answered that they decided to make a purchase at Warung Mie Suree Cek Pon Simpang Rangkaya because the brand image information they got was appropriate. This type of research is quantitative using a survey method and data collection techniques, namely a questionnaire in the form of a print out given to customers of Warung Mie Suree Cek Pon Simpang Rangkaya with a total of 96 respondents. The data analysis method used is the instrument test and the classical assumption test and uses multiple linear regression tests with the help of SPSS software version 25 to help researchers calculate the data that has been obtained. The results of this study can be concluded that based on the partial test (t), the product quality variable does not have a positive and insignificant effect on purchasing decisions. While the brand image variable has a positive and significant effect on purchasing decisions. Then based on the simultaneous test (F), the product quality and brand image variables simultaneously or together have an effect on purchasing decisions

Keywords: *Product Quality, Brand Image. Purchase Decision*

INTRODUCTION

In line with current business developments, many promising business opportunities and challenges for a company. Companies compete with each other to meet consumer needs. A company must be able to compete with other changes so that the company can survive, on the other hand the company must also understand what consumers want, so that consumers will feel satisfied. The company must spread its wings to expand the market to get a place in the hearts of consumers (Safitri, 2020). The tight business competition today is felt by various existing business sectors. One of them is felt by the food and beverage sector business. The food and beverage industry in Indonesia experienced an increase from 2020 to 2021 by 2.54 percent to IDR 775.1 trillion, the Central Statistics Agency (BPS) reported that the gross domestic product (GDP) of the national food and beverage industry at current prices (ADHB) was IDR 1.12 quadrillion in 2021. This value accounts for 38.05 percent of the non-oil and gas processing industry or 6.61 percent of the national GDP which reached IDR 16.97 quadrillion (https://www.djkn.kemenkeu.go.id, accessed on March 6, 2024). The Indonesian economy is largely driven by increased household consumption and one of the fastest growing industries is the food and beverage industry. Sales growth is driven by increased personal income and increased spending on food and beverages, especially from the growing number of middle-class consumers. As a result, this is also an industry where local companies are very ambitious and have developed into successful global exporters. At the same time, the internationalization of local cuisine is a major opportunity for foreign companies to sell their products to Indonesian consumers, who are

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increasingly open to new foods and flavors. The many types of new flavors make customers think about whether or not they decide to buy because of the new taste that is not familiar to the tongue. According to Kotler in Safitri (2020) a purchasing decision is an action taken by consumers to purchase a product. Therefore, consumer purchasing decision making is a process of selecting one of several alternative solutions to a problem with real follow-up. According to Tjiptono (2018) a purchasing decision is a process of recognizing a problem by consumers which is continued by searching for information about a particular product or brand that is considered to be able to solve the problem and evaluating it first which then leads to a purchasing decision. Meanwhile, according to Indasari (2019) a purchasing decision is a selection of two or more alternative choices, in other words, choices/alternatives must be available to someone when making a decision. Purchasing decision variables can be measured in five indicators according to Kotler in Safitri (2020), namely first, product choice, second, brand choice, third, distributor choice, fourth, purchase time, and finally the amount of purchase. There are several factors that can cause customers to make purchasing decisions.

The first factor is product quality, According to Tjiptono (2018) product quality is a combination of the nature and characteristics of a product, and assesses how far these properties and characteristics can meet its needs. According to Kotler in Fatmaningrum & Fadhilah (2020) product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Meanwhile, according to Eli (2021) product quality is a totality that has product or service characteristics that can have the ability to meet needs that will be stated implicitly. And the product quality variable can be measured by four indicators according to Tjiptono (2018), namely first performance, second features, conformity to specifications, and finally aesthetics. The second factor is brand image, According to Aaker et al in Rayhana (2023) brand image is a consumer assessment of a brand that occurs in the market. This assessment is based on personal experience and the reputation of other people or the media. According to Keller, in Nirwan (2020) brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory. Meanwhile, according to Setiadi in Ristanti & Iriani (2020) brand image is a representation of the overall perception of a brand that is formed from past information and experiences. Preferences and beliefs in a brand are closely related to the image of the brand. The brand image variable can be measured by three indicators according to Aeker et al. in Rayhana (2023), namely the first recognition, the second uniqueness of the Brand Association and the last strength of the Brand Association.

Customers are a measure of a company's success, for a marketer must be able to satisfy customer needs, where consumer needs will move dynamically according to the times, so marketers must be sensitive to reading every change in consumer tastes. To gain a competitive advantage, every company is required to be able to satisfy its consumers. Every company must strive to produce and deliver goods and services that consumers want at the right price. And then be able to understand consumer behavior in its target market, because the survival of the company as an organization that seeks to meet the needs and desires of customers is highly dependent on consumer behavior (Safitri, 2020). One of the businesses that tries to fulfill the desires of customers is Warung Mie Suree Cek Pon which is located in Gampong Rangkaya, Tanah Luas District, North Aceh Regency, Aceh. Warung Mie Suree only sells 3 menus, namely Regular Noodles for Rp. 9,000, Egg Noodles for Rp. 11,000 and Mie Suree for Rp. 13,000. Even though it only sells 3 menus, this stall is the most crowded stall visited by consumers compared to other Noodle stalls.

From the author's observations, the favorite menu at the stall is Mie Suree. Mie Suree is a variant of Acehnese noodles cooked with tuna. The word "Suree" itself is Acehnese for tuna. Mie Suree is a food using processed fish so many customers expect their food not to smell fishy from the processed fish. Mie Suree is cooked by stir-frying and served with thick and abundant sauce. Mie Suree sold at this stall does not smell fishy, unlike other stalls. As supporting data, the author conducted a pre-research survey of 33 customers of Warung Mie Suree Cek Pon. According to the results of the pre-research survey, data was obtained from 33 respondents taken from customers of Mie Suree Cek Pon Simpang Rangkaya. The results of this pre-research survey are in line with the phenomenon obtained by the author when conducting observations, namely that Warung Mie Suree looks crowded with consumers even though the menu they offer is only 3 menus. This is because the Mie Suree available at the Cek Pon stall has a different taste from the others and makes Mie Suree a favorite menu at the stall. so the researcher wants to know whether the crowd of customers is influenced by the product quality variable and the brand image variable. And based on Tjiptono's theory (2018) product quality is a combination of the properties and characteristics of a product, and assesses how far these properties and characteristics can meet their needs.

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From the results of the pre-survey, it was obtained that the average respondent stated that they decided to make a purchase at Warung Mie Suree Cek Pon Simpang Rangkaya because of the quality of the products provided. Then based on the theory of Aaker et al. in Rayhana (2023) Brand image is a consumer assessment of a brand that occurs in the market. This assessment is based on personal experience and the reputation of other people or the media. From the results of the pre-research survey, it was obtained that the average respondent answered that they decided to make a purchase at the Warung Mie Suree Cek Pon Simpang Rangkaya because the brand image information they got was appropriate.

LITERATURE REVIEW

Previous research is the final source of research results that will be carried out by researchers to compare the research that will be carried out, and also functions as a source of inspiration that will later help carry out the research.

No.	Researcher	Title	Variables	Results	Equality	Difference
1.	Sari & Sufi (2021)	The Influence of Advertising, Product Quality, Price and Brand Image on Yakult Drink Purchase Decisions in Lhokseumawe City (A Study of Yakult Consumers on Malikussaleh University Students, Bukit Indah Campus)	Advertising (X1), Product Quality (X2), Price (X3), Brand Image (X4), Purchase Decision (Y)	The results of this study indicate that advertising, product quality, price and brand image influence the purchasing decision of Yakult drinks among Malikussaleh University students, Bukit Indah Campus.	Similarities in researchBased on previous research, this is true variablethe same independent and dependent variables, namely product quality, brand image, and purchasing decisions.	studyprevious and this study is, in the previous study using the Slovin formula in determining the sample. While in this study using the Lemeshow formula.
2.	The Last Supper (2021)	Influence of Price, Product Qualityand Brand Image on Garnier Product Purchase Decisions	Price (X1), Product Quality(X2), Brand Image (X3), Purchase Decision (Y)	It can be concluded that product quality and brand image have a positive and significant influence on purchasing decisions for Ganier products in Surakarta, while price does not have a positive but significant influence on purchasing decisions for Garnier products in Surakarta. Say.	Similarities in researchThis is in line with previous research, namely that there are the same independent variables and dependent variables, namely product quality, brand image, and purchasing decisions.	Research differencesprevious and this study is, in the previous study using the theory of Kotler (2009) for the product quality variable, while in this study only using the theory of Tjiptono (2018).
3.	The Last	Influence of	Product	The results of	Similarities in	Research

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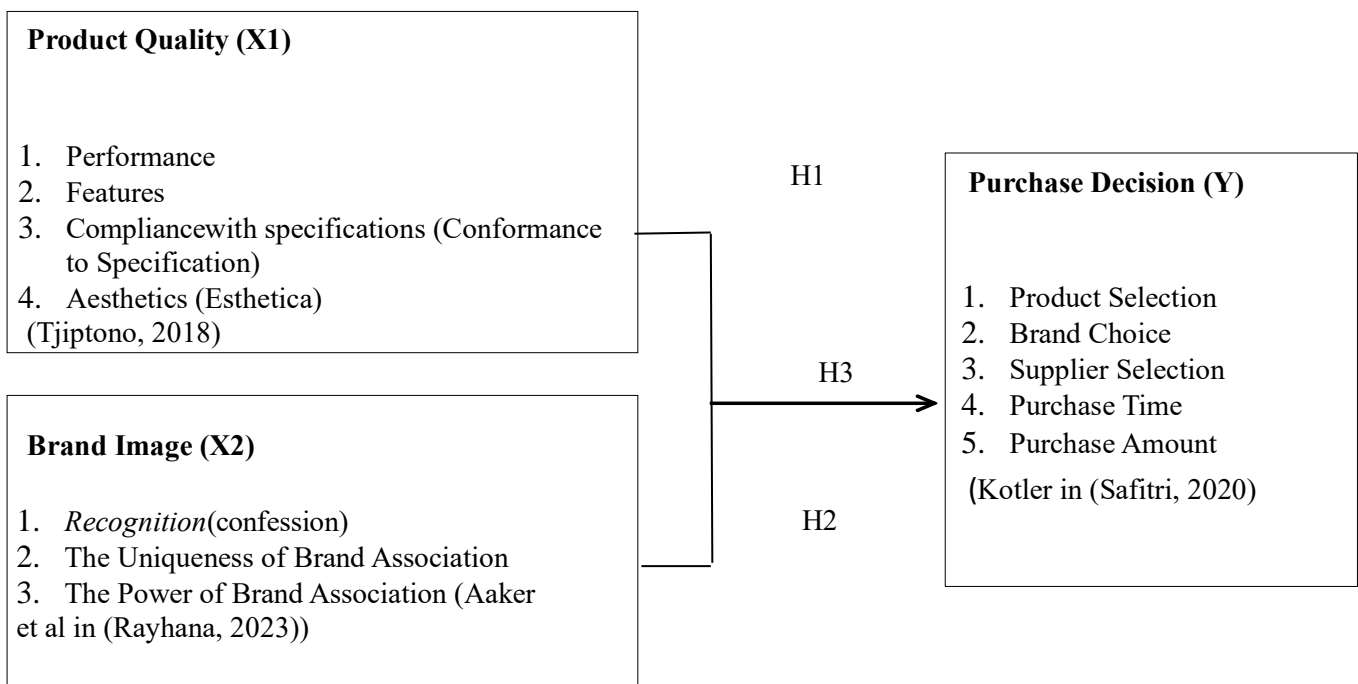|						
	Supper (2020)	Product Qualityand Brand Image on Consumer Purchasing Decisions at Nature Republic in Surabaya	Quality(X1), Brand Image (X2), Purchase Decision (Y)	multiple linear regression analysis show that product quality has a significant influence on purchasing decisions. Brand image variables are also known to have a significant influence on purchasing decisions. purchase	researchThis is in line with previous research, both of which use multiple linear regression analysis.	differencesprevious and this study is a sampling technique using judgmental techniques. While in this study using the technique *purposive sampling*
4.	Fatmaningrum & Fadhilah (2020)	The Influence of Product Quality and Brand Image on Beverage Purchasing Decisionsn Frestea	Price (X1), Product Quality(X2), Brand Image (X3), Purchase Decision (Y)	The results of this study are that the Product Quality variable has a positive and significant effect on Purchasing Decisions. And the Brand Image variable also has a positive and significant effect on Purchasing Decisions. Purchase	Similarities in researchThis is in contrast to previous research, both using the same independent variables and dependent variables.	Research differencesprevious research and this research used the SPSS Version 24 application, while onThis study uses SPSS Version 25.
5.	The Saviour (2020)	Influence of Product QualityAnd Brand Image On Purchase Decisions Of Nescafe Instant Coffee Products In Minas District, Siak Regency	Product Quality (X1), Brand Image (X2), Buyer's Decisionan (Y)	The results of the research that has been carried out, obtained the results of the first regression analysis prove that product quality has an effect on purchasing decisions. The second proves that brand image has an effect on purchasing decisions. purchase	Similarities in researchThis is with previous research both usecan purposive sampling technique	Research differencesprevious and this study is that in the previous study there were 90 respondents, while in this study there were 96 respondents.
6.	Nirvana (2020)	Influence of Product Qualityand	Product Quality (X1), Brand Image	The results of this study are that simultaneously or	Similarities in researchThis	Research differencesprevious and this research is

| | | Brand Image on Consumer Purchasing Decisions at HOC Water Purifier (Case Study of PT. Karya Republika Kohod) | (X2), Buyer's Decisionan (Y) | individually there is a significant influence between product quality and brand image on consumer purchasing decisions on HOC water purifiers (case study of PT. Karya Republika Kohod). | is with previous research both useSPSS Version 25 | located on the object. In previous research PT. Karya Republika Kohod as the object of research. OnThis research n Warung Mie Suree Cek Pon as an object |

Source: Researcher processing (2025)

From several previous studies above, the author is interested in one researcher, namely the research belonging toThe Saviour (2020)with the title "The Influence of Product Quality and Brand Image on Purchasing Decisions of Nescafe Instant Coffee Products in Minas District, Siak Regency". The author took this previous research because this research and Safitri's research have several similarities, namely both discussing product quality and brand image on purchasing decisions. This is what makes the researcher interested in conducting the same research by making Warung Mie Suree Cek Pon in Simpang Rangkaya as the object of research. Another similarity is that both use quantitative methods and similar data collection techniques, such as distributing questionnaires to buyers.

Conceptual Framework

The conceptual framework is a theoretical structure based on logical reasoning that explains statements that occur and explains what to do if there are new facts or phenomena. Therefore, every research preparation must be based on a thinking framework.

Product Quality (X1)

1. Performance
2. Features
3. Compliancewith specifications (Conformance to Specification)
4. Aesthetics (Esthetica)
(Tjiptono, 2018)

H1

H3

Purchase Decision (Y)

1. Product Selection
2. Brand Choice
3. Supplier Selection
4. Purchase Time
5. Purchase Amount
(Kotler in (Safitri, 2020)

Brand Image (X2)

1. *Recognition*(confession)
2. The Uniqueness of Brand Association
3. The Power of Brand Association (Aaker et al in (Rayhana, 2023))

H2

Research Hypothesis

Hypothesis is a temporary answer to the formulation of research problems, the truth of the hypothesis must be proven by the collected data (Sugiyono, 2018). Based on the formulation of the problem and the objectives of the research that have been discussed in the previous chapter, this study makes the following

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hypothesis:

H1   : Product quality has a positive and significant effect on purchasing decisions at Warung Mie Suree Cek Pon.

H2   : Brand image has a positive and significant influence on purchasing decisions at Warung Mie Suree Cek Pon.

H3   : Product quality and brand image simultaneously have a positive and significant effect on purchasing decisions at Warung Mie Suree Cek Pon.

METHOD

The location of this research was conducted at Warung Mie Suree Cek Pon which is located in Gampong Rangkaya, Tanah Luas District, North Aceh Regency, Aceh. The reason the author chose to do research at Warung Mie Suree Cek Pon from the results of observations is that Warung Mie Suree looks crowded with consumers even though the menu they offer is only 3 menus. This is because the Mie Suree available at the Cek Pon stall has a different taste from the others and makes Mie Suree a favorite menu at the stall. so the researcher wants to know whether the crowd of customers is influenced by the product quality variable and the brand image variable. The research time was carried out for approximately six months to collect data and analyze it. The type of research used in this study is a quantitative approach. According toThe Greatest Showman (2018)states that the quantitative approach is a method used in conducting research on a particular population or sample.

The type of method used in this study is the survey method. The survey method is one of the quantitative research approaches used to obtain data from both the past and the present. In this study, there are 3 variables, namely product quality boycott (X1), and brand image (X2), and one dependent variable, namely purchasing decisions (Y). The population in this study are customers who have visited Warung Mie Suree Cek Pon Simpang Rangkaya, the number of which is unknown and can be said to be in the Infinite population category. The sampling method in this study uses Non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. With the purposive sampling technique, namely the sampling technique with certain considerations. The respondents (samples) who filled out the questionnaire in this study with the characteristics of respondents, namely gender, age, income, occupation, and those who know and have bought more than twice at Warung Mie Suree Cek Pon Simpang Rangkaya. In this study, the sample size uses the Lemeshow formula. This formula is used because the population is unknown or unlimited (infinite population). Based on the calculation above, the number of samples obtained is 96 customers at Warung Mie Suree Cek Pon Simpang Rangkaya.

RESULTS AND DISCUSSION

Normality Test

From the normality test, it can be seen that the data is spread around the diagonal line or the data points are near or follow the diagonal line, so it can be concluded that based on the normality probability plot graph, it can be concluded that in this study it is normal. To strengthen the results of the normality probability plot statistical test, a normality test is also carried out using a histogram graph.

Multicollinearity Test

The results of the multicollinearity test show that all independent variables of product quality (X1) and brand image (X2) have a VIF value of less than 10, namely (1.044 <10). And the tolerance value is greater than 0.1, namely (0.861> 0.1). So it can be concluded that all data in this study do not have multicollinearity problems.

Heteroscedasticity Test

The results of the heteroscedasticity test show that the points are spread randomly and are spread both above and below the number zero on the Y axis. So it can be concluded that in this study there are no symptoms of heteroscedasticity which means that the regression model is declared valid as a forecasting tool. To strengthen the scatterplot results, a test is carried out using the Glejser test to detect symptoms of heteroscedasticity.

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Partial Test (T-Test)

Table 2Partial Test Results

Variables	Unstandardized Coefficients		standardized coefficients	t	Sig.
	B	**Std. Enor**			
(Constantine)	12,034	1,387		8,677	0,000
Product Quality	0.145	0.091	0.156	1,591	0.115
Brand Image	0.333	0.102	0.320	3,267	0.002

Source: Processed data (2025)

Based on the partial test results in table 2 above, the following multiple linear regression equation can be obtained:

$$Y = 12.034 + 0.145X1 + 0.333X2 + e$$

Based on the results of the multiple linear regression equation above, the following conclusions can be drawn:
1. The constant value obtained was 12.034, which means that if the product quality level (X1) and brand image (X2) simultaneously increase by 1 percent, the purchasing decision level (Y) of Warung Mie Suree Cek Pon will increase.
2. The brand image coefficient value (X1) obtained was 0.145, which means that if the brand image level (X1) increases by 1 percent, the purchasing decision level (Y) of Warung Mie Suree Cek Pon will increase by 0.145.
3. The service quality coefficient value (X2) obtained was 0.344, which means that if the level of service quality (X2) increases by 1 percent, the level of customer satisfaction (Y) and purchasing decisions (Y) at Warung Mie Suree Cek Pon will increase.

Based on the partial test results in table 4.11 above, the following results were obtained:
1. The significant value of the product quality variable (X1) is 0.115 or greater than the significant level used, namely 0.05 (0.115 > 0.05), and the Tcount value is smaller than Ttable, namely 1.98498 (1.591 < 1.98498). So it can be concluded that product quality does not have a positive and insignificant effect on the purchasing decision of Warung Mie Suree Cek Pon. Therefore, the hypothesis stating that product quality has a positive and significant effect on the purchasing decision of Warung Mie Suree Cek Pon is rejected (H1 is rejected).
2. The significant value of the brand image variable (X2) is 0.002 or smaller than the significant level used, which is 0.05 (0.002 <0.05), and the Tcount value is greater than Ttable, which is 1.98498 (3.267> 1.98498). So it can be concluded that Brand image has a positive and significant effect on the purchasing decision of Warung Mie Suree Cek Pon. Therefore, the hypothesis stating that Brand Image has a positive and significant effect on the purchasing decision of Warung Mie Suree Cek Pon is accepted (H2 is accepted).

Simultaneous Test (F)

The results of the F test can be seen that the Fcount value > Ftable (8.012 > 3.09). So the hypothesis stating that product quality and brand image simultaneously have a positive and significant effect on the purchasing decision of Warung Mie Suree Cek Pon is accepted (H3 is accepted).

The Influence of Product Quality on Purchasing Decisions at Warung Mie Suree Cek Pon Simpang Rangkaya

The results of this study indicate that the product quality variable (X1) obtained a significant value greater than the level of significance used, and had a Tcount value smaller than Ttable, so it can be concluded that product quality (X1) does not have a positive and insignificant effect on purchasing decisions (Y) Warung Mie Suree Cek Pon. Therefore, the hypothesis stating that product quality has a positive and significant effect on purchasing decisions at Warung Mie Suree Cek Pon is rejected (H1 is rejected). So it can be concluded that the results of this product quality variable are not in line with previous research. Furthermore, research on this product quality variable is also not in line with the theory used by researchers, namely that product quality is a combination of the properties and characteristics of a product, and assesses how far these properties and characteristics can meet their needs (Tjiptono, 2018).

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The Influence of Brand Image on Purchasing Decisions at Warung Mie Suree Cek Pon Simpang Rangkaya

The results of this study indicate that the brand image variable (X2) obtained a significant value smaller than the level of significance used, and had a Tcount value greater than Ttable, so it can be concluded that brand image (X2) has a positive and significant effect on the purchase decision (Y) of Warung Mie Suree Cek Pon. Therefore, the hypothesis stating that Brand Image has a positive and significant effect on the purchase decision of Warung Mie Suree Cek Pon is accepted (H2 is accepted). The results of this study are supported by previous research conducted by Sari & Sufi (2021) on the Influence of Advertising, Product Quality, Price and Brand Image on Purchase Decisions for Yakult Drinks in Lhokseumawe City (Yakult Consumer Study on Malikussaleh University Students, Bukit Indah Campus), which found that the brand image variable has a positive and significant effect on the purchase decision of Yakult Drinks in Lhokseumawe City.

The Influence of Product Quality and Brand Image on Purchasing Decisions at Warung Mie Suree Cek Pon Simpang Rangkaya

The results of this study indicate that the product quality (X1) and brand image (X2) variables obtained significant values are smaller than the level of significance used, and have a calculated F value greater than Ftable, so it can be concluded that product quality (X1) and brand image (X2) simultaneously or together influence the purchasing decision (Y) Warung Mie Suree Cek Pon. Therefore, the hypothesis stating that product quality and brand image simultaneously have a positive and significant effect on the purchasing decision of Warung Mie Suree Cek Pon is accepted (H3 is accepted). Based on the results of research conducted by the author on customers of Warung Mie Suree Cek Pon Simpang Rangkaya. Shows that product quality (X1) and brand image (X2) simultaneously or together influence the purchasing decision (Y). The results of this study are also supported by previous research conductedNirvana (2020) on the Influence of Product Quality and Brand Image on Consumer Purchasing Decisions at HOC Water Purifiers (Case Study of PT. Karya Republika Kohod). Which found that simultaneously or individually there is a significant influence between product quality and brand image on consumer purchasing decisions at HOC water purifiers (case study of PT. Karya Republika Kohod).

CONCLUSION

In this study, the author conducted a study at Warung Mie Suree Cek Pon Simpang Rangkaya, Tanah Luas District, North Aceh Regency. The author uses product quality (X1) in the independent variable, the theory used is Tjiptono (2018) which states that product quality is Product quality is a combination of the properties and characteristics of a product, and assesses how far these properties and characteristics can meet their needs. Furthermore, the author uses brand image (X2) in the independent variable, the theory used is Aaker et al in Rayhana, (2023) which states that brand image is a consumer assessment of a brand that occurs in the market. And using purchasing decisions (Y) in the dependent variable, the theory used is Kotler in Safitri (2020) which states that purchasing decisions are decisions made by consumers to purchase a product. The results of the research that has been conducted by researchers regarding the influence of product quality and brand image on purchasing decisions at Warung Mie Suree Cek Pon Simpang Rangkaya which researchers conducted on 96 respondents obtained the following results:

1. The product quality variable (X1) does not have a positive and insignificant effect on purchasing decisions (Y) at Warung Mie Suree Cek Pon with Tcount values smaller than Ttable, namely 1.98498 (1.591 <1.98498). So this indicates that product quality (X1) cannot be used as a reason for making purchasing decisions at Warung Mie Suree Cek Pon Simpang Rangkaya.
2. Brand image (X2) has a positive and significant effect on purchasing decisions (Y) at Warung Mie Suree Cek Pon with Tcount values greater than Ttable, namely 1.98498 (3.267 > 1.98498). So this indicates that brand image (X2) is able to increase purchasing decisions at Warung Mie Suree Cek Pon and can be used as a reason for making purchasing decisions at Warung Mie Suree Cek Pon Simpang Rangkaya.
3. And the product quality variable (X1) and brand image variable (X2) obtained significant values smaller than the level of significance used, and had an Fcount value greater than Ftable (8.012 > 3.09), so it can be concluded that product quality (X1) and brand image (X2) simultaneously or together influence the purchasing decision (Y) of Warung Mie Suree Cek Pon.

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