

Brand Image and Product Quality on The Decision to Purchase Cooking Oil in Semarang City Through Price as A Mediating Variable

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Abstract

This study aims to determine the influence of brand image and product quality on consumer purchasing decisions for cooking oil, with consumer satisfaction as a mediating variable. The research method used is quantitative descriptive, with primary data collected through questionnaires. The sampling technique used non-probability sampling using purposive sampling. The sample in this study was 150 respondents. The data analysis technique used Partial Least Square (PLS) with SmartPLS version 3 software. The results of the study are: Product quality has no influence on purchasing decisions for cooking oil. Price has a positive and significant effect on purchasing decisions for cooking oil. Product quality has a positive and significant effect on consumer satisfaction for cooking oil. Price has a positive and significant effect on purchasing decisions for cooking oil. Brand image has a positive and significant effect on purchasing decisions. Brand image mediates product quality and purchasing decisions for cooking oil. Consumer satisfaction mediates price and purchasing decisions for cooking oil.

Keywords: Product quality, price, brand image, and purchasing decisions.