

ABSTRACT

The food and beverage industry, especially the packaged liquid milk business, is growing rapidly. Liquid milk production in Indonesia has increased since 2013, reaching 947.7 thousand tons in 2020. Even though liquid milk companies face tough competition, the Indomilk brand has experienced a decline. This research aims to examine the influence of price, brand image and product quality on purchasing decisions for Indomilk milk in Semarang City coffee shops. Purchasing decisions are tested through price and product quality factors.

The sample criteria used in this research were an age range of 20-35 years, being a barista and owner in particular coffee shop, Lives in Semarang City which is taken using scale Liked 1-5. This data was then processed using the SEM-AMOS method.

Based on results study, can concluded that, Price influential positive And significant to decision purchase, in accordance with study Ephardin (2011), Of where consumer choose product based on mark, benefit, And price economical. Brand image No influential to decision purchase, although can give effect positive. Quality product Also influential positive And significant to decision purchase, with product considered quality If fulfil hope consumer.

Keywords: *Brand Image, Product Quality, Price, Purchase Decision, Indomilk, Coffee Shop*

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