

**THE INFLUENCE OF BRAND IMAGE AND QUALITY  
PERCEPTIONS ON THE PURCHASE DECISION OF  
TUPPERWARE PRODUCTS**

**(Case Study of Community in Jombang Regency)**

**ABSTRACT**

**By:**

**Dela Dwi Setianingrum**

**Consellor**

**Wenda Wahyu C, SE., MM**

This study aims to determine and explain the influence of the brand image variable on purchasing decisions and to determine and explain the effect of the perceived quality variable on purchasing decisions. The research uses an explanatory research method which is carried out through data collection in the field. The population and sample in this study are consumers of Tupperware products in Jombang sub-district with an age limit of 16 years and over. Data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on research shows that the better the Tupperware Brand Image, the better the consumer's decision to buy Tupperware products in Jombang district, and the better the perception of the quality of Tupperware products, the better the purchasing decisions of Tupperware products in Jombang district and Tupperware products according to the needs of home appliances. Tupperware products are known for being made of strong, environmentally friendly (recycled) plastic, has a distinctive color, and attractive design. In addition, Tupperware products can work well, according to the claims submitted, and can be obtained through sales agents / the official Tupperware website.

***Keywords: brand image, perceived quality and purchasing decisions***