

## The Influence of Product Attributes, Product Quality, Product Innovation on Purchasing Decision for Ready to Drink Coffee for Students in Bandung City

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### **Abstract:**

This study aims to examine the effect of Product Attributes, Product Quality, Product Innovation on Purchasing Decisions for ready-to-drink coffee products for students in Bandung City. This research was measured by descriptive quantitative methods by distributing questionnaires. Multiple linear regression using SPSS was used to examine 200 valid responses from university students in Bandung City aged 18-23 years who have purchased ready-to-drink coffee products. The results of this study are that Product Attributes, Product Quality, and Product Innovation have a significant effect on Purchasing Decisions simultaneously. This research contributes to the study of purchasing decisions in relation to ready-to-drink coffee products and provides insight for ready-to-drink coffee business owners.

### **Keywords:**

Product Attributes, Product Quality, Product Innovation, Purchasing Decision