

ABSTRACT

The continuously expending of the food and beverage development field, has enforced company to keep maintaining their product quality to keep attracting consumer's attention. Moreover, to be able to compete with other existing competitors it is required to innovated ideas that are practically and unique. Mangkok Nusantara is one of the food industry that produces Indonesian traditional food that was established in 2018. However, there is a phenomenon in dealing with problems that are related to their unstable sales and turnover that never meet the target. So this research paper will mainly focus on the cause that effect the declining of product quality, packaging and perceived usefulness on decisions making by Mangkok Nusantara consumer's purchases. The analysis that is use in this research is quantitative with research sample of 50 respondents that are selected by the saturated sampling technique method. Data will be collected using Partial Least Square (PLS) analysis. The result of the study analysis will show the significant effect of Mangkok Nusantara consumer's purchasing decision on product quality, packaging and perceived usefulness.

Keyword: Product Quality, Packaging, Purchase Usefulness and Purchase Decision

