

## **ABSTRACT**

The development of the business world in Indonesia is currently growing, especially in the food business. This is shown by the increasing number of new food stalls that are present. Muun Donuts is one of the culinary businesses that focuses on selling donuts that have an open kitchen concept where consumers can see the process of serving donuts. Muun Donuts was first established by Mr. Akmanul Mukminin in a shophouse in the impres market area of Lhokseumawe City in 2020 and in early 2024 moved to a location in front of the Lhokseumawe City Islamic Center Mosque. This study uses multiple linear regression analysis methods. Based on the results and discussion that has been carried out, it can be concluded that the price variable (X1) with a significance value of  $0.003 < 0.05$ , product quality (X2) with a significance value of  $0.002 < 0.05$ , promotion (X3) with a significance value of  $0.000 < 0.05$  and brand image (X4) with a significance value of  $0.018 < 0.05$  has a significant positive influence on donut purchasing decisions at Muun Donuts Lhokseumawe City.

**Keywords:** purchasing decisions, donuts, muun donuts, multiple linear regression