

ABSTRACT

The Influence Of Product Quality And Price On Purchasing Decisions Through The Brand Image Of Aqua Bottled Water In South Tangerang

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This study aims to analyze the influence of product quality and price on purchasing decisions through brand image in the context of Aqua-branded bottled water in South Tangerang. The research variables include product quality (X1), price (X2), brand image (Z), and purchasing decision (Y). Data collection was conducted using a questionnaire as the primary instrument. The data were analyzed using Structural Equation Modeling (SEM) with the AMOS software. The results show that product quality and price significantly influence purchasing decisions both directly and indirectly through brand image. Moreover, brand image serves as a mediating variable that strengthens the relationship between product quality, price, and purchasing decisions. These findings provide practical implications for companies to continuously improve product quality and enhance brand image to drive consumer purchasing decisions.

Keywords: product quality, price, brand image, purchasing decision, SEM, Aqua, marketing strategy.