

## **ABSTRACT**

### ***The Influence of Price, Product Quality, and Brand Image on Purchasing Decisions for Refillable Drinking Water Products (Case Study of PT. Biru Semesta Abadi consumers in Cilodong District, Depok City))***

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*This study aims to analyze the effect of price, product quality, and brand image on purchase decisions of Air Biru refill drinking water among consumers at Cilodong District, Depok City. The research is motivated by the growing public awareness of the importance of hygienic and high-quality drinking water, alongside the increasing competition within the refill drinking water industry. The research employs a quantitative approach using a survey method, where questionnaires were distributed online to 105 respondents who are active consumers of Air Biru in the research area. Data were analyzed using multiple linear regression with the assistance of SPSS version 27. The results indicate that all three independent variables—price, product quality, and brand image—have a positive and significant influence on purchase decisions. These findings support consumer behavior theory and align with previous related studies. The implications are expected to contribute to practical marketing strategies for PT. Biru Semesta Abadi and serve as a valuable reference for future academic research in the field of consumer behavior.*

**Keywords:** Price, Product Quality, Brand Image, Purchase Decision, Refill Drinking Water, Air Biru.