

## ABSTRACT

### **THE INFLUENCE OF BRAND IMAGE, PRICE AND PRODUCT QUALITY ON PURCHASE DECISIONS**

(Case Study on Blue Refill Drinking Water Depot in Duren Sawit District)

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*This study aims to determine and analyze the influence of brand image, price, and product quality on consumer purchasing decisions on BIRU refill drinking water. The background of this study is based on the importance of marketing strategies that are able to build positive consumer perceptions of the brand, provide competitive price offers, and guarantee product quality to encourage purchasing decisions. The research method used is a quantitative approach with data collection through questionnaires distributed to a number of respondents who are active consumers. The collected data were analyzed using multiple linear regression to determine the effect of each independent variable on the dependent variable. The results of the analysis show that simultaneously brand image, price, and product quality have a significant effect on purchasing decisions. Partially, the three variables also show a positive and significant effect, with product quality as the most dominant variable. These findings indicate that companies need to strengthen brand image, set prices that are in accordance with consumer value perceptions, and continue to maintain and improve product quality to maximize consumer purchasing decisions.*

*Keywords: brand image, price, product quality, purchasing decisions, consumer behavior.*