

## ***ABSTRACT***

### ***The Influence of Brand Image, Price, and Product Quality on the Purchase Decision (A Case Study of Ades AMDK Consumers in South Tangerang City)***

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*This study analyzes the influence of Brand Image, Price, and Product Quality on the Purchase Decision of Bottled Drinking Water (AMDK) brand Ades. A quantitative method was employed, with data collected through questionnaires distributed to 133 Ades AMDK consumers in South Tangerang using purposive sampling. Data analysis was conducted using SPSS (Statistical Package for the Social Sciences) software version 2.6. The results show that Brand Image have a significant influence on the Purchase Decision, while Price and Product Quality does not have a significant influence on the Purchase Decision of Ades AMDK consumers.*

***Keywords:*** *Social Media Marketing, Product Quality, Brand Trust, Purchase Decisions.*