

ABSTRACT

This research aims to determine the influence of brand image, promotion, and perception of price to purchase decision of AMDK AQUA brand. This study was conducted against 115 respondents with a quantitative approach. Eudora retrieval technique in this study using nonprobability sampling with sampling judgmental that is the respondents who consume AMDK AQUA brand in the beautiful coastal area of North Jakarta. Data collection techniques by spreading questionnaires. The data analysis method used is a double linear regression analysis. The results of the brand image research effect positively and significantly against the purchase decision of AMDK AQUA brand, the promotion of positive and significant effect on purchasing decisions AMDK AQUA brand, and the perception of prices positively and significantly influential Decision to purchase AMDK AQUA brand.

Keywords: *brand image, promotion, price perception, purchase decision.*



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, promosi, dan persepsi harga terhadap keputusan pembelian AMDK merek AQUA. Penelitian ini dilakukan terhadap 115 responden dengan pendekatan kuantitatif. Teknik pengambilan sampel dalam penelitian ini menggunakan *nonprobability sampling* dengan *judgmental sampling* yaitu responden yang mengkonsumsi AMDK merek AQUA di wilayah pantai indah kapuk Jakarta Utara. Teknik pengumpulan data dengan menyebarkan kuesioner. Metode analisis data yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian AMDK merek AQUA, promosi berpengaruh positif dan signifikan terhadap keputusan pembelian AMDK merek AQUA, dan persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian AMDK merek AQUA.

Kata kunci: citra merek, promosi, persepsi harga keputusan pembelian.



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