

## ABSTRACT

*The purpose of this study is analyze the impact of Brand Image, Product Quality and Advertisements for the Purchase Decision of drinking water in the AQUA packaging. This research took place at the University of Mercubuana Bekasi. The sample consisted of 100 respondents from the University of Mercubuana Bekasi students who consumed drinking water in the AQUA packaging. The sampling technique in this study is Purposive Sampling. The data analysis used is multiple linear regression analysis with SPSS 25 program.*

*The results of this study show partially that, Brand Image does not have a significant effect for the Purchase Decision of drinking water in the AQUA brand packaging at the University of Mercubuana Bekasi. Product Quality have a significant positive effect for the Purchase Decision of drinking water in the AQUA brand packaging at the University of Mercubuana Bekasi. Advertising have a significant positive effect for the Purchase Decision of drinking water in the AQUA brand packaging at the University of Mercubuana Bekasi.*

*Keywords: Brand Image, Product Quality, Advertising, Purchasing Decision*



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Penelitian ini bertujuan untuk menganalisis pengaruh Citra Merek, Kualitas Produk dan Iklan terhadap Keputusan Pembelian air minum dalam kemasan merek AQUA. Penelitian ini mengambil lokasi di Universitas Mercubuana Bekasi. Sampel terdiri dari 100 responden Mahasiswa/i Universitas Mercubuana Bekasi yang mengkonsumsi air minum dalam kemasan merek AQUA. Teknik pengambilan sampel dalam penelitian ini yaitu *Purposive Sampling*. Analisis data yang digunakan adalah analisis regresi linear berganda dengan program SPSS 25.

Hasil penelitian ini menunjukkan secara parsial bahwa, Citra Merek tidak signifikan pengaruhnya terhadap Keputusan Pembelian air minum dalam kemasan merek AQUA di Universitas Mercubuana Bekasi. Kualitas Produk berpengaruh positif signifikan terhadap Keputusan Pembelian air minum dalam kemasan merek AQUA di Universitas Mercubuana Bekasi. Iklan berpengaruh positif signifikan terhadap Keputusan Pembelian air minum dalam kemasan merek AQUA di Universitas Mercubuana Bekasi.

Kata kunci: Citra Merek, Kualitas Produk, Iklan, Keputusan Pembelian