

ABSTRACT

The author's reason in doing this research is to Analysis The Effect Of Purchase Intention, Consumer Knowledge, And Brand Image On Purchase Decision Of Le Minerale Air Mineral Dalam Kemasan (AMDK) Products On College Students In The Jabodetabek City Area, because there is an interesting phenomenon where less people buy le minerale, even though le minerale has a different taste and unique packaging than others competitor's product. The population and sample of this research is college students who consume Le Minerale bottle water. Using the Partial Least Square (PLS) method, data analysis was carried out using the Smart-PLS software version 3. The results showed that Purchase Intention and Brand Image affect purchase decisions, while Customer Knowledge has no significant effect.

Keywords: *bottle water, le minerale, brand image, purchase intention, consumer knowledge, price, purchase decisions.*