

## **ABSTRACT**

***Neng Dewi Yunani, The influence of brand image on purchase intention is moderated by prices on Asus Laptops in West Jakarta.***

*This study aims to determine the effect of brand image on purchase intention which is moderated by prices on Asus Laptops in the West Jakarta area. This study was conducted on 120 male and female respondents with a minimum age of 21 years and had already bought and used an Asus laptop using a questionnaire. Data analysis method in this study uses non-hierarchical statistical methods. The results of this study found that brand image increases purchase intention, specifically for groups that have a high price perception, consumer groups with high brand image have greater purchase intention than consumer groups with low brand image, specifically for high brand image consumer groups, consumer groups with the perception of low price has a greater purchase intention than the consumer group that has a high price perception, specifically for low brand image consumer groups, consumers with a low price perception have a larger purchase intention than the group of respondents who have a high price perception. In this study it was found that prices moderate the brand image of purchase intention.*

*Keywords: brand image, price and purchase intention.*