

ABSTRACT

ANITA TRIA PUTRI, The influence of product quality and price toward the purchasing decision through the brand image on Susu cair/UHT Frisian Flag (Case Study on Consumer Susu cair/UHT Frisian Flag in Meruya Kembangan, West Jakarta). (Supervised by Nurlinda).

The objective of this study is to find out the influence of product quality and price toward the purchasing decision through the brand image on Susu cair/UHT Frisian Flag product. The method used in this study was purposive sampling, the total of respondent are 150 respondent. The respondent in this study is the people who have bought and consumed Susu cair/UHT Frisian Flag in Meruya Kembangan, West Jakarta. This study was analyzed using factor analysis as a Validity test, Reliability, Path Analysis, and Determination.

The result of this study showed that product quality had an effect towards brand image, price had an effect towards brand image, product quality had an effect towards purchase decisions, price had an effect towards purchase decisions, and brand image had an effect towards purchase decisions on Susu cair/UHT Frisian Flag product. And then Product quality had an effect toward purchasing decision through the brand image and price had an effect toward purchasing decision through the brand image on Susu cair/UHT Frisian Flag product.

Keywords: Product Quality, Price, Brand Image, Purchasing Decisions.