ABSTRACT

RIA RESTI AMALIA. *The effect of Brand Image and Price toward Buying Decisions through Aqua Buying Interest on Aqua consumer in Kebon Jeruk area, West Jakarta. (Supervised by R.A Nurlinda).*

The problem in this study are there's competition between brands which getting stronger, bad issues which makes brand image decreased, there's competition on price which makes buying interest toward buying decisions decreased.

This study aims to determine the effect of brand image and price partially toward buying decisions, the effect of brand image and price partially toward buying interest, the effect of buying intentions toward buying decisions, the effect of brand image toward buying decisions through buying interest, the effectt of price toward buying decisions through Aqua buying interest on Aqua consumer in Kebon Jeruk area, West Jakarta. The variables independent in this study is brand image and price while the variables dependent in this study is buying decisions and buying interest.

The analysis method in this study is path analysis. The sampels in this study use non probability sampling with purposive sampling technique. The amount of sampel in this study is 120 peoples. The respondent in this study is Aqua consumer in Kebon Jeruk area, West Jakarta.

The result in this study is brand image and price partially has impact buying interest, brand image and price partially has impact buying decisions, buying interest has impact buying decisions, brand image has impact buying decisions through buying interest and price has impact buying decisions through buying interest. The contibution of brand image and price toward buying interest is 38%, which means the contribution of the other factors toward buying interest in this study is 62%. The contribution of brand image, price and buying interest toward buying decisions is 56,2%, which means the contribution of the other factors toward buying decisions in this study is 43,8%.

Keywords: *Brand Image, Price, Buying Interest, Buying Decisions*