

## **ABSTRACT**

LOUIS SAPUTRA WIJAYA. *The Influence of Brand Image, Promotion and Pricing of Frestea Purchase Decision "(Case Study of Consumer Frestea In Duri Kepa Kelurahan District, West Jakarta)" (Supervised by Rojuaniah)*

*This research has a purpose to know how the influence of Brand Image, Promotion and Price to Frestea Purchase Decision "(Frestea Consumer Case Study In Duri Kepa District, West Jakarta)". The variables in the check are the brand image, promotion, and pricing of purchase decisions and purchasing decisions. The independent variable in this research are brand image, promotion, and price, and dependent variable is purchasing decision. The population in this research is every consumer frestea in Duri Kepa urban village, West Jakarta whose number is not known for certain. While the sample of this study is 150 respondents with hair method. Data analysis method that used in this research is Multiple Liner Regression*

*The results of this study indicate that the brand image has no effect on purchasing decisions. In addition promotions affect purchasing decisions, as well as prices affecting purchasing decisions, brand image, promotions, and prices together have an effect on purchasing decisions and prices have more dominion influence on purchasing decisions.*

***Keywords: Brand Image, Promotion and Price, Purchase Decision***