

## ABSTRAC

Abdullah, *Influence of brand image, product quality, and price on purchasing decisions of TOP 1 lubricant oil Case Slipi, West Jakarta. (guided by Eka Bertuah)*

*The purpose of this research is to find out the influence of brand image, product quality, and price to the purchasing decision of TOP 1 lubricant oil. The technique has been done by using non-probability sampling. The research data which has been obtained is based on the questionnaire which has been filled in by 145 respondents by using multiple linear regressions analysis. The result of this research shows that the brand image has significant influence to the purchasing decision because when the brand has good image will give quality guarantee so that even the price that has been determined by the company is high; it has not become the obstacle for the customers in conducting their purchasing decision. Quality product has significant influence to the purchasing decision because good quality can increase the sales and the image of the company on public. And price image has significant influence to the purchasing decision because price can show the brand quality of the product quality. The company is expected to keep product quality, price, and brand image properly in order to make it in accordance with the needs and the desire which has been expected by the customers.*

**Keywords:** *product quality, price, brand image and purchasing decision.*