

## **ABSTRACT**

*ASRI ZAMIL, Influence Analysis of Brand Image, Advertisement and Product Quality to Decision of Purchasing Biscuit Roma (Case Study in Cengkareng Region, West Jakarta). (Guided by RA Nurlinda).*

*This study aims to determine the effect of Brand Image (X1), Advertisement (X2) and Product Quality (X3) on the Purchase Decision (Y) Biscuit Roma. The research method used in sampling is Purposive Sampling method, with the number of samples is 115 respondents. The respondents of this study were people who had bought and consumed biscuits in Cengkareng, West Jakarta. Data analysis techniques used in this study are Test Validity, Test Reliability, Multiple Linear Regression Analysis, Test t, Test F and Determinasi Test.*

*The results showed that brand image has a positive and significant effect on purchasing decisions, advertising has a positive and significant effect on purchasing decisions and product quality has a positive and significant effect on purchasing decisions. Together the brand image, advertising and product quality affect the purchase decision. Product quality has the most dominant effect on purchasing decisions.*

**Keywords:** *Brand Image, Advertisement, Product Quality and Purchase Decision*