

## ABSTRACT

*Hendra Renaldy, The Influence Of Brand Image, Price, and Quality Of Product To The Decision Of Bima Ener-G Non Liquid Purchase In Petamburan Area, Central Jakarta. (Guided by Abdurrahman)*

This study aims to find out how big the influence of Brand Image, Price, and Product Quality, to the Decision of Bima Ener-G Non Liquid Nail Purchase in Petamburan, Central Jakarta. Data analysis technique using multiple linear regression analysis. Samples taken as many as 100 Respondents ie consumers who buy and consume Bima Nut Ener-G Non-Liquid. Determination of sample with technique of Purposive Sampling.

Based on the results of the study can be concluded that Brand Image has a positive effect and significant effect on Decision Purchase Nails Bima Ener-G Non Liquid in Petamburan, Central Jakarta. Price has a positive effect and significant effect on the decision of Bima Ener-G Non Liquid Nail Purchase in Petamburan, Central Jakarta. Product Quality has no significant effect on the decision of Bima Ener-G Non Liquid Nail Purchase in Petamburan, Central Jakarta. The dominant variable is Brand Brand image of Bima Ener-G Non Liquid Nails purchasing decision in Petamburan, Central Jakarta.

**Keywords: Brand Image, Price, Product Quality and Purchase Decision.**