

ABSTRACT

Showing the company's competitive advantage also needs to be considered. For this reason, companies must first understand and analyze consumer behavior, especially in meeting the needs and desires of a product that is needed. Strategy and innovation must also be improved by the company, especially for goods and services that will be offered to consumers. The basis of this research is used as a reference in conducting research to analyze the appropriate influence of the relationship between price perception, product quality and brand image on consumer purchasing decisions on Cleo mineral water consumers in Semarang City. The purpose of this study is to determine and analyze the effect of price perception, product quality and brand image together on consumer purchasing decisions.

The type of research used in writing this thesis is a descriptive type of research. The object of this research is the people of Banyumanik District, Semarang City. The population in this study was the people of Banyumanik District, Semarang City as many as 12,616 people, while the sample used in the study was 100 respondents.

The results showed that price perception had a positive and significant effect on consumer purchasing decisions on Cleo Mineral Water Products in Semarang City, product quality had a positive and significant effect on consumer purchasing decisions on Cleo Mineral Water Products in Semarang City, and brand image had a positive and significant effect on consumer purchasing decisions on Cleo Mineral Water Products in Semarang City.

Keywords : *Price Perception, Product Quality, Brand Image, Consumer Purchase Decision*