

ABSTRACT

The Development of the business world in the current era of globalization is growing faster and faster. This resulted in the emergence of very tight business competition in all industrial sectors in Indonesia. One of them is in the food and beverage industry sector which currently has increasingly large and promising business opportunities. Where with the breadth of business opportunities in the food and beverage sector, businesses must compete in producing high quality and have innovations that attract the attentions of consumers. This study aims to analyze the effect of product quality, price perception, and promotion on purchasing decisions through brand image as a variable that influences consumers of Campina ice cream products.

The sample in this study was 140 consumers of Campina ice cream products in Semarang City, Central Java, who had purchased and consumed Campina ice cream products at least twice in the past year. The sample collection used a purposive sampling method by distributing questionnaires and using the Structural Equation Modeling (SEM) analysis tool which was operated through the AMOS 22 program in the data processing.

The results of this research have shown that product quality effects directly on brand image in a positive and significant effect, price perception has a positive and significant effect on brand image, and promotion has a positive and significant effect on brand image. Furthermore, brand image gives a positive and significant effect on purchasing decisions.

Keywords: Product Quality, Price Perception, Promotion, Brand Image, Purchasing Decisions.