

## ABSTRACT

*The printing industry is one of the industries in the category of manufacturing that has a very important role in the world economy. A country can survive and will continue to grow if there is strong economic activity in it. Economic activity in the printing industry can be said to be strong if demand will increase rapidly when raw goods have been processed in such a way as finished goods such as paper prints so that it has added value or value for its users. The industrial revolution is a development carried out to advance and develop the industry towards a better direction with the help of digital. The impact of the industrial revolution caused a decline in paper demand in the printing industry (paperless) which caused printing revenue of CV. Sumber Makmur also declined. The role of B2B marketing is considered to be able to help with the problems that are occurring. This study aims to analyze the factors that can influence purchasing decisions using brand image.*

*Implementation of research in October 2017 until August 2018, using primary data from respondents who are consumers of CV. Sumber Makmur Semarang who has made a purchase will examine consumer perceptions about the impact of product quality, product design and competitive prices on a continuousform paper product that will influence brand image and purchasing decisions and use secondary data. Non probability sampling is used for sampling. Data were collected from 136 respondents who were selected using considerations which must have criteria for having purchased continuousform paper prints twice on CV. Sumber Makmur, Semarang. The analytical method is the Maximum Likelihood Test with the AMOS program version 21.0*

*The results of this study are product quality, product design, and competitive prices affect brand image has a positive relationship. Brand image has a positive influence on purchasing decisions. This means that when independent factors such as product quality, product design and competitive prices increase, purchasing decisions on the CV brand image. Sumber Makmur Semarang also increased significantly. This study concludes that product quality, product design, and competitive prices influence the brand image that influences purchasing decisions, both partially and simultaneously. In addition, the latest digital technology is indeed considered capable of taking over the position of paper in aspects of life, but cannot replace the role of paper as a legitimate written physical media and acknowledged its existence.*

*Keywords: product quality, product design, competitive prices, brand image, purchasing decisions, printing industry, B2B marketing.*