

ABSTRACT

Aqua is a pioneer in the bottled water industry in Indonesia, but in the course of more time the new players become more, decreasing the amount of market share in the bottled water market and decreasing the value of Top Brand Index (TBI). The background of this research is going on decreasing the amount of market share of Aqua. Research was conducted on young consumers of bottled water Aqua's status as highschool and college students in Semarang.

This study aims to determine how much influence the Promotion, Product Design, and Celebrity Endorser on Brand Image and effect to Purchasing Decisions.

The population used in this study are all consumers of bottled water Aqua. By using the total sample of 152 respondents. The method used in this study with non-probability sampling technique by purposive sampling method. The data questionnaires were distributed to respondents in August 2016. And the resulting data is processed by using SEM (Structural Equation Modeling) with AMOS 22.0.

The results showed that the Promotion, Product Design, and Celebrity Endorser has positive effect on Brand Image. And Brand Image also provide positive influence on the Purchase Decision of young consumers of bottled water Aqua's status as highschool and college students in Semarang.

Keywords: Promotion, Product Design, Celebrity Endorser, Brand Image, Purchase Decision