

## ABSTRACT

Nowadays, the competition on notebook industry is getting more strict. Each of these notebook manufacturers create a product that has good quality, to be able to have competitive advantages in the notebook industry. The purpose of this research is to explain the effect of brand image, price, and product quality influencing on purchasing decision of Toshiba's notebook and also explain which variable has the biggest influence on the purchasing decision of Toshiba's consumer.

The sample in this study was 100 people who buy and use the products of Toshiba's notebook in Semarang, taken by accidental sampling. There are three stages before conducting multiple linear regression analysis, validity and reliability testing and classical assumption testing. After all stages of multiple linear regression is done, the writer conducted goodness of fit test: individual parameter significance test (t test), fit model test (f test), and determination coefficient test ( $R^2$  test).

The result of Regression analysis showed that the variable of brand image, price, and product quality had positive influences to the purchasing decision with an equation  $Y = 0,438 X_1 + 0,252 X_2 + 0,283 X_3$ . The most influential variable was brand image in the amount of 0,438, followed by product quality in the amount of 0,283, and the least influential variable was price in the amount of 0,252. T test result showed that brand image, price, and product quality individually had a significant influence on purchase decision. This equation model had F value of 66,690 with a significant level of 0.0000. The analysis used determination coefficient or  $R^2$  test showed that 66.6% purchasing decision could be summarized by brand image, price, and product quality and 33.4% purchasing decision could be summarized by other variables which had been explained by another factor.

Keyword: Purchasing decision, brand image, price, product quality