

ABSTRACT

In the development of business recently has created a window of a high diversity of competition with the brand that were offering the same category. Competition affect the decline in brand value and the level of the sales of Teh Botol Sosro.

This study aims to to analyze the influence of the price , perception of the quality of , brand awareness and brand association with the resolution of the purchase , case studies the students University Diponegoro an undergraduate degree .The price is considered as a cost attached to get the benefits .Perception of the quality of is an assessment of the quality of a brand .Brand awareness is the memory and knowledge of a brand .Association is the brand brand konsumen with the memory .

Accidental the sampling method used for the sample collection .Data collected from 100 respondents were using the criteria for consideration namely must have once made the purchase of Teh Botol Sosro products .A method of analysis using SPSS 20.0 version of the program .

With the results of the analysis shows that the price , perception of quality , brand awareness and brand influential association positive and significant purchase of the decision .With the biggest impact namely the perception of the quality and the influence of the smallest namely brand association

Keywords: Price , Perception of Quality, Brand Awareness , Brand Association , Purchase Decision.