

## **ABSTRACT**

*This study aims to determine how big the influence of a brand image, product quality, and promotion of the purchase decision on packed drinking water (AMDK) of Oasis brand. Moreover, this research also aims to analyze the dominant factor that influence on purchase decisions on packed drinking water (AMDK) of Oasis brand.*

*The population in this study is customer of CV. Sinar Mas Murni as Oasis Branch Distributor of South Jakarta. The sample on this study is 100 respondents and the techniques used is non-probability sampling technique with the approach of accidental sampling. Method that used in this study is multiple linear regression. Result of this study shows the regression equation formed  $Y = 0,282 X_1 + 0,445 X_2 + 0,187 X_3$ , which means that product quality have the highest effect than other the two independent variables.*

*Simultaneously, the result shows that brand image, product quality and promotion variables the positive and significant effect on purchase decision on packed drinking water (AMDK) of Oasis brand.*

*Keywords: Brand image, product quality, promotion and purchase decision*