

ABSTRACT

The purpose of this research was to analyze the influence of brand image on buying decision, price perception on buying decision, and product quality perception on buying decision. And to analyze the dominant factor which influence buying decision of ATBM in Pekalongan.

The collection of data in this research was conducted by questionnaires method to 60 ATBM respondents in Pekalongan. The techniques used are Probability Sampling technique with Simple Random Sampling approach, to determine the responses of respondents to brand image variable, price perception, perception of product quality and buying decision. The analysis techniques used in the research are validity test, reliability test, classic assumptions test, linear regression analysis and hypothesis test including the t test, F test, and coefficient of determination (R^2).

The research has obtained a positive significant on the analysis of brand image, price perception, product quality perception on buying decision. The value of Adjusted R square was 0,63 which shows that buying decision level can be explained by 63% through those aforementioned three variables. While the remaining 37% were due other variables that are not thoroughly analyzed in this research.

Key words : Buying decision, brand image, price perception, product quality perception