

ABSTRACT

This study aimed to analyze how much influence the brand image and brand awareness to purchase decision. The used if sampling method was Accidental Sampling Method and Purposive Sampling Method. The sample in this study were 100 of consumers Nu Green Tea costumer in Semarang.

This study used multiple linear regression analysis. The results of this study indicated that brand image had the greatest impact in influencing purchasing decisions. Values Adjusted R Square of 0.243 indicated that 24.3 percent of the purchase decision variables can be explained by the two independent variables in the regression equation. While the rest was explained by variables other than the two variables used in this study such as brand loyalty, brand association, brand loyalty, brand equity and perceived quality.

Keywords: Brand Image, Brand Awareness and Purchase Decision.