

ABSTRACT

Searching of product knowledge and advantage become the origin of buying intention emergence. The higher Nbuying intention is signed by the intensity of information seek about a product. This study aimed to examine the influence of brand image, price's perception and advertising appeal to the buying intention.

Population that is used in this research are all consumer of AMDK gallon AQUA brand in Semarang City which the amount is unknown exactly. Collecting samples are using accidental sampling techniques and sampling purpose. As much 100 respondents are used in consideration of, among others: the respondent of this research are students which consume AMDK gallon AQUA brand in Semarang City. The type of data in this research is primary. Questionnaire is used as a method of data collection. Multiple regression is obtained as the analysis technique.

Regression results using SPSS version 16 show that (1) advertising appeal factors ($b_3 = 0.290$) become the great factor that is influenced buying intention, then the image of the brand ($b_1 = 0.243$), while the price's perception factor ($b_2 = 0.214$) become the lowest factor affecting buying intention. (2) The results of the t test of the brand image, price's perception and advertising appeal gained sig. <0.05 , independent variabel partially has positive influenced to dependendt variabel is accepted. F test results for 15.366 with sig. 0,000 <0.05 , the independent variables simultaneously positive effect on the dependent variable is accepted. (3) The coefficient of determination indicates that the ability brand image variable, pricing perception, and advertising appeal can explain the buying intention student who is consume AMDK AQUA Brand gallon as much 30.3%.

Keywords: *brand image, price's perception, advertising appeal, the buying intention*