

ABSTRACT

The aim of this study was to know whether the advertising, brand image, and price have a statistically significant impact on buying decision Sunsilk shampoo . And analyzing the predominant factor in influencing the buying decision Sunsilk shampoo at Semarang. This search sample amount of 75 respondents using as the sample by Accidental Sampling technique, that means those accidentally meet and considered to be the samples.

Based on the result of the study, it was found the regression equation as follows:

$$Y = 0,458 X1 + 0,220 X2 + 0,322 X3$$

The most powerful dependent variable was the advertising(0,458) and were followed by price (0,322), and the last variable that brand image (0,220). The hypothesis testing using t-test showed that the all independent variables(advertising, brand image, and price) have the positive and statistically significant impact to the dependent variable , that was the buying decision of Sunsilk shampoo. Based on the customers point of the view it means that three independent were become the important factors on buying decision of Sunsilk shampoo. Figures adjusted R square of 0,405 indicates that 40,5 percent of the buying decision could be explained by advertising, brand image and price variables, meanwhile 59,5 percent of the rest were the impact of the other variable which not examined in this study.

Keywords : advertising, brand image, price, buying decision.