

## **ABSTRACT**

*This study aims to determine the effect of price and brand image variables and interaction both on the BlackBerry consumer purchase decisions in the city of Semarang. Decline in consumer purchasing decisions in the city of Semarang BlackBerry shown by the lower level of BlackBerry sales and number of consumers who are more interested to use other phones, this is the essence of the issues raised in this study.*

*This research was conducted by survey by distributing questionnaires to 100 respondents, the BlackBerry users in the city of Semarang, the minimum has been using it for three months. Respondents were obtained through purposive sampling technique, the respondents selected based on certain goals established researchers, the type used is judgment sampling. From the questionnaire produced by 67 respondents included in the price according to quality, competitive price group 17 respondents, and 16 respondents in groups at reasonable prices. The remaining 51 respondents entered into the group of brands to meet needs, 27 respondents into groups to enhance brand image, and 22 people get into groups according to the price of brand value.*

*The resulting data is processed using the Two Ways Anova SPSS 17. Two Ways of results of Anova can be proved that the prices have influence over purchasing decisions with F value of 33.005 and significant at 0.000 ( $<0.05$ ), brand image have influence over purchasing decisions with F value of 19.203 and significant at 0.000 ( $<0.05$ ), while the interaction of price and brand image also has an influence on purchasing decisions by F score of 3.440 and significant at the 0.012 ( $<0.05$ ).*

*Key words : Price, Brand Image, Interaction of Price and Brand Image and Purchase Decision*