

ABSTRACT

This research is motivated by competitive conditions industrial business laptop from time to time that is more strict, so the company must create a new marketing strategy to maintain and achieve a higher market share that is by creating and encouraging product innovation based on community needs and current market developments. The purpose of this research is to investigate the influence of brand image and product quality to the purchasing decision. In this study refers to the community in the city of Semarang who buy and use the Acer brand laptop products.

In this study the data collected through questionnaire method to the 96 respondents who buy and use in the city of Semarang Acer laptop using ***purposive sampling*** method. Questionnaire method is used to determine the response of respondents to each variable. Results of analysis states that brand image has positive influence on purchase decisions this means a brand image is a factor that encourages consumers to buy a laptop product, because Acer has a good brand image. While product quality has positive influence on purchase decision means the quality of products to encourage consumers make purchasing decisions because Acer has a good quality product.

Keywords: Buying Decision, Brand Image and Product Quality.