

## **ABSTRACT**

*This study aims to determine the effect of brand image, perceived quality, brand names, and brand awareness of buying decisions laundry soap Attack.*

*The research was conducted on consumers Indomie that has been moved to brand of Mie Sedap and noodles sample set of 100 respondents using Purposive Sampling methods. Data were collected by distributing questionnaires. Data analysis method was performed by multiple linear regression using SPSS software. Data that has met the test of validity, test reliability, and test the assumptions of classical processed resulting regression equation as follows:*

$$Y = 0,280 X_1 + 0,296 X_2 + 0,194 X_3 + 0,277 X_4$$

*Where Buying Decisions variable (Y), Brand Image ( $X_1$ ), Perceived Quality ( $X_2$ ), Brand Names ( $X_3$ ), and Brand Awareness ( $X_4$ ). The hypothesis testing using t test showed that the four independent variables studied proved to be positively and significantly affect the dependent variable buying decisions. Then through the F test showed that the variables of brand image, perceived quality, brand names, and brand awareness is appropriate to test the dependent variable buying decisions. Figures Adjusted R Square of 0.766 indicates that 76.6 percent of the variation of buying decisions can be explained by the four independent variables in the regression equation. While the rest of 23.4 percent is influenced by other variables that are not explained in the regression equation in this study.*

**Keywords:** *Buying Decisions, Brand Image, Perceived Quality, Brand Names, Brand Awareness.*