

ABSTRACT

Population growth causes demand increase on consumer goods sector. One of those industries is bottled water industry. The growth also increases the competition in this industry so that companies are forced to compete for giving the best. Different from the others, Nestle Pure Life had revenue decrease while not in line with the growth in its industry.

This research aims to analyze the influence of brand image, price, perceived value on purchase decision through trust in Nestle Pure Life mineral waters consumers on Semarang. The population of this study was consumer Nestle Pure Life who bought 600 ml Nestle Pure Life mineral water. This study used Structural Equation Modeling (SEM) analysis technique (AMOS 23.0) that involved 130 participants. The results showed that brand image, price, and perceived value influenced significantly and positively on trust. Trust influenced positively and significantly on purchase decision and had strongest impact on it.

Keyword: brand image, price, perceived value, trust, and purchase decision