ABSTRAK

THE EFFECT OF BRAND IMAGE, PRICE AND PROMOTION ON THE PURCHASE DECISION OF PRESTONE BRAKE OIL PRODUCTS AT PT AUTOCHEM INDUSTRY SURABAYA BRANCH

PT Autochem Industry is a company engaged in the chemical sector for vehicle and industrial maintenance needs, one of its products is Prestone Brake Oil. The purpose of this study was to determine whether there is an influence of Brand Image, Price, and Promotion on the Purchase Decision of Prestone Brake Oil Products at PT Autochem Industry Surabaya Branch. This type of research is quantitative research using primary data obtained from questionnaires distributed to customers of PT Autochem Industry Surabaya Branch. The data analysis technique in this research is to use multiple regression analysis.The phenomenon that occurs at PT Autochem Industry Surabaya Branch is the overlapping sales of 2 brands of brake fluid, redex and prestone, which have the same use, but the prestone brand is preferred by consumers. Therefore, the author will analyze the Brand Image, Price and Promotion of the Purchase Decision of Prestone Brake Oil Products at PT Autochem Industry Surabaya Branch.The results of this study indicate that there is a partial and simultaneous influence of Brand Image (CM), Price (HR) and Promotion (PR) variables on Purchase Decision (KP).There is a partial influence of Brand Image (CM), Price (HR) and Promotion (PR) variables on Purchase Decision (KP). Because the significance value on the t-test of each variable is smaller than 0.05, it is proven true and declared accepted.There is a simultaneous influence of Brand Image (CM), Price (HR) and Promotion (PR) variables on Purchase Decision (KP). Because the significance value on the f test shows that it is smaller than 0.05, it is proven true and is declared accepted.Purchasing decisions are explained by Brand Image (CM), Price (HR) and Promotion (PR) of 0.398 or 39.8%, while the remaining 60.2% is influenced by other variables outside the model studied.

Keywords: Brand Image, Price, Promotion, Purchase Decision