

## ABSTRACT

*Increasingly tight market competition will indirectly affect a company's efforts to maintain market share. Companies are required to understand consumer behavior in their target markets by offering or selling quality products along with good service to their customers. Seeing the development of the two-wheeled market industry in Indonesia, which is increasing every year, makes a lucrative market for the motorcycle helmet industry. The increasing demand and needs of the community for helmets makes RSV helmets compete to meet consumer demand, this is because many companies do not want to miss a golden opportunity to take advantage that is arguably not the least, In increasingly fierce competition demands RSV helmet needs to carry out an overall business analysis so creates a strong interest in the minds of consumers, in terms of brand image and product prices, this is because more and more helmet industry competitors have emerged and in order to compete against new competitors. In this study, the aim of this research is to see the effect of Brand Image and Product Price on Purchasing Decisions on RSV Helmet. The method used is a quantitative method with purposive sampling type. The samples to be taken in this study were 100 people who were users and consumers of RSV Helmet, and data analysis used multiple linear regression analysis techniques. The results showed that the Brand Image and Product Price in RSV Helmet have a significant influence on Purchasing Decisions.*

**Keyword:** *Brand Image, Product Price, Purchasing Decisions*