

ABSTRACT

The projection of the bottled drinking water (AMDK) industry is increasing drastically every year and has a fairly large market share. Of the 500 bottled drinking water industries, there are several industries that dominate the market to date, one of which is Le Minerale. Although Le Minerale is a new brand that emerged in 2016, Le Minerale has been nominated for top brand awards with an index of 6.1% and was able to occupy the 4th position. This is a reference for Le minerale to improve purchasing decisions by increasing the perception of quality through the brand image that is carried out. This study aims to determine the effect of perceived quality on purchasing decisions of Le Minerale through brand image in the people of Bogor Regency.

This research uses quantitative methods with descriptive and causal research types. The population in this study was the people of Bogor Regency who had bought drinking water in Le Minerale bottles with a total of 100 respondents. The analytical technique used is descriptive analysis and Structural Equation Model (SEM) with SmartPLS.

Based on the results of the descriptive analysis, it shows that the perception of quality as a whole is included in the good category by 78.18%, the brand image as a whole is included in the good category at 86.80% and overall purchasing decisions are included in the good category at 78.96% . The results of the SEM-PLS analysis show that perceived quality has a positive effect on brand image, brand image has a positive effect on purchasing decisions and perceived quality affects purchasing decisions.

Keywords: Perception of Quality, Brand Image, Purchase Decision.