

## ABSTRACT

Water is an important component of the human body. As a result, many people are trying to take advantage of this as a business opportunity. Aqua one among the most well-known bottled water Indonesian brand. Aqua has risen to the top of the consumer priority list. This effect is shown when someone who wants to buy bottled water immediately quotes Aqua. This is governed by various factors that influence consumer repurchase decisions for Aqua products. not only that Aqua has also won many awards in Indonesia, They've also set a record for highest sales in Indonesia for bottled mineral water. The Top Brand Index shows that Mineral Water Aqua remains at its peak and every year, for the last three years, from 2019 to 2021, the product has seen an increase in sales.

This research tries to study the effect of brand image and product price on repurchase decisions, as well as to determine how strong the influence of brand image and product price on repurchasing decisions of Aqua mineral products by Aqua customers in Indonesia.

The method of sampling employed in this study is non-probability sampling using convenience sampling with a total sample of 385 respondents from aqua product customers in Indonesia. Analysis of the data used is descriptive analysis and multiple linear regression analysis with the help of the IBM Statistics SPSS 25 application.

Based on the results of data analysis, it is concluded that the brand image has a significant positive influence on the repurchase decision aqua products in Indonesia and also the product price has a significant positive effect on aqua products in Indonesia.

The results of this study are expected that companies recommended to launch a new packaging with an elegant nuance. Aqua It is also recommended to improve the existing quality so that consumers do not feel lost with the costs that have been incurred  
*Keyword: Brand Image, Product Price, Repurchase Decision*