

ABSTRACT

NATANAEL SIAHAAN / 200861201221/ FACULTY OF ECONOMICS / MARKETING MANAGEMENT / THE EFFECT OF PRICE AND BRAND AWARENESS ON THE PURCHASE DECISION OF CARBONATED DRINKS CAP BADAQ IN JAMBI CITY / ADVISOR 1ST. PUPU SOPINI SE., MM., 2ND RIKO MAPPADECENG S.E., M.M.

Purchasing decision is an action or consumer behavior to make or not make a purchase or transaction, the number of consumers in making decisions is one of the determinants of whether or not the company's goals are achieved. the decision to make a purchase of various products and brands that begins with a need orientation. Brand awareness is the intelligence of users or buyers to identify a particular brand and recall the brand of a product.

To market a good or service, every company must be able to set the right price. To answer the research objectives, the author uses a theoretical study related to the research variables, namely price, brand awareness and purchasing decisions. In addition, the author also looks for relevant previous research in the form of previous journals/articles and theses to support this research.

This study used 98 respondents with analysis techniques using multiple linear regression and hypothesis testing using the f test and t test. The type of data used in this study is quantitative descriptive. Regression aims to test the relationship between the influence of one variable on another. The variable that is influenced is called the dependent variable, while the variable that influences is called the independent variable. From the results of data processing, the regression equation $Y = 49.324 + 0.483 + 0.382 + e$ was obtained.

Meanwhile, from the hypothesis testing carried out, the results showed that price and brand awareness had a positive and significant effect on purchasing decisions simultaneously and partially. The results of the study, data analysis and discussion in this study can be concluded that Badaq brand carbonated drinks provide good prices and brand awareness to consumers, and consumers are also very satisfied with the prices and brand awareness given. In addition, there is a positive and significant influence between brand awareness and price on purchasing decisions of 49.00% and the remaining 51.40% is influenced by other variables outside the research model.

Keywords: Price, Brand Awareness, Buying Decision