

## ***ABSTRACT***

A positive brand image has a considerable impact on consumer purchasing decisions, therefore a brand is not just a name, term, or symbol for a product, but a brand is something that is so important to the company that it has services, benefits, and products that can consistently determine the needs of its consumers. One of them is Wardah, which offers products that have a Halal Brand Image, Wardah will be used in this study. The purpose of this study focuses on the influence of Purchasing Decisions on Service Quality, Product Innovation which becomes Brand Image for Wardah Purchasing Decisions in Semarang.

This study develops a research framework based on the Theory of Planned Behavior (TPB) theory from previous research. The research framework will be used to analyze the Purchasing Decision relationship between Service Quality, Product Innovation, Brand Image. The sampling technique used in this study is the convenience sampling technique. The data collection process involved 115 respondents with personal information. Aged 17 to more than 46 years, respondents at least used / bought in the last year Wardah products. Furthermore, the data was analyzed quantitatively and structurally using Structural Equation Modeling (SEM), which was assisted by the Analysis Moment of Structural (AMOS 24) program.

The results of this study indicate that Purchasing Decisions have a positive and significant influence on Brand Image obtained from Wardah services, Service Quality, Product Innovations that provide an increase in service to consumers. The high Purchase Decision is an advantage for Wardah to make repeat purchases. Therefore, each hypothesis that will be discussed in this study will be recognized. It is hoped that the findings of this study will help Wardah to continue to pay attention to the marketing that will be carried out for consumers in the future.

Keywords: Purchase Decision, Service Quality, Product Innovation, Brand Image.