

ABSTRACT

This study aims to provide solutions to the problems didn't entry drinking water products Axogy into the top five bottled water product in 2011 to examine the effect of price perception, product quality, and attractiveness of advertising on the willingness to buy of Axogy. The samples of this research amounted to 100 people taken from Axogy users in Magelang by employing purposive sampling techniques.

The model of this research developed consists of three independent variables, perception of price, product quality, and attractiveness of advertising, and one dependent variable, the consumers buying interest. By using the software Statistical Package os Social Science (SPSS) for windows, the results showed that perception of price, product quality, and attractiveness of advertising has a positive and significant influence on consumers buying interest. Of the three independent variables, perception of the price provide the greatest influence.

Therefore, the implications suggested of this research requires Axogy to maintain the perception of consumers about the price and maintain product quality and improve the attractiveness of advertising, so that it could cerate a high customers buying interest.

Key words: perception of price, product quality, attractiveness of advertising, consumers buying interest