ABSTRACT

This study aims to analyze the effect of hedonism as a variable that intervenes the relationship between price and brand image with purchasing decisions. This study consisted of two independent variables, one dependent variable, and one intervention variable. The independent variables in this study are price and brand image. The dependent variable in this study is the purchase decision. The intervention variable in this study is hedonism. The population in this study were students and students of Diponegoro University. The sample used simple random sampling totaling 112 respondents. Data collection techniques were carried out using a questionnaire. Analysis of research data using SEM (Structural Equation Modeling) analysis which is operated through the AMOS 24.0 program. The results of this brand research indicate that price and image have no significant effect on purchasing decisions. However, hedonism has a significant positive effect on purchasing decisions and price style and brand image have a significant positive effect on hedonism.

Keywords: price, brand image, hedonism, purchasing decisions.

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