

ABSTRACT

This research aims to analyze the influence of price perception, product quality, and promotion on purchasing decisions, with brand image as an intervening variable among consumers of BarenBliss products in Semarang City.

The research employs a quantitative research method with purposive sampling, collecting data from 150 respondents who meet the criteria of being users of BarenBliss products in Semarang City. Data collection for this research was conducted using questionnaires, and the data were analyzed using Structural Equation Modeling (SEM) with the help of the AMOS application.

The results of this study indicate that price perception has a positive and significant impact on brand image, while product quality has a negative and insignificant impact on brand image. Promotion has a positive and significant impact on brand image, and brand image has a positive and significant impact on purchasing decisions for BarenBliss products in Semarang City.

Key words: price perception, product quality, promotion, brand image, purchasing decisions.

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