**ABSTRACT**

Dharma Putra / 22150329 */ The Effect of Brand Image and Price on Purchase Decision Bakmi Karet Foek at Kelapa Gading North Jakarta / Advisor:* Dr. Tony Sitinjak, M.M.

*Noodles are foods that are popular with many people. Besides being practical, noodles can be a substitute for rice because it contains carbohydrates. The variety of noodles and innovations that make noodles increasingly popular with the community so that more and more restaurants that provide noodles in Indonesia. More and more noodle restaurants are popping up, making competition even tighter. Bakmi Karet Foek is one of the famous restaurants because it has affordable prices and has a large portion, and still maintains the taste they offer to customer. Therefore, researchers are interested in conducting research entitled The Effect of Product Brand Image and Price on Purchase Decision Bakmi Karet Foek at Kelapa Gading North Jakarta.*

*In this research, the author uses theories to better understand concepts and concepts related to the discussion of this thesis. These include: Theory of Brand Image, Price, and Purchase Decision. The variables are divided into two types, namely the independent variable and the dependent variable. The independent variable in this study is brand image and price, while the dependent variable in this study is purchase decision.*

*The object of this research is Bakmi Karet Foek at Kelapa Gading North Jakarta. The population of this research is the customer of Bakmi Karet Foek at Kelapa Gading North Jakarta. The sampling technique used is non-probability sampling by using judgmental sampling method. Sample collection is done by communication technique that is distributing the questionnaire through Google Form media to 120 respondents. Data analysis technique used are the test of validity, reliability, descriptive analysis, and multiple regression analysis.*

*The results of this study indicate that brand image and price have an influence on purchase decision. With these results it can indicate that the better brand image and price can increase customer purchase decision with a product.*

*Based on the results of data analysis can be concluded that brand image and price have a positive effect on purchase decision. That means if brand image are better, and the price set is accordance with the benefits received by customers, the customer will also be more satisfied.*

*Keywords: Brand Image, Price, Purchase Decision.*