***ABSTRACT***

Kevin Suryadi / 28150226 / 2019 / *Effect of Price, Brand Association and Brand Credibility on Purchase Intention of Drinking Water in AQUA Brand Packaging in North Jakarta* / *Advisor:* Ir. Dergibson Siagian, M.M.

*Clean consumeable drinking water is a need that must be fulfilled by humans, one form of clean consumeable drinking water is packed drinking water. The packed drinking water industry, which is considered to continue to grow every year, is pushing business competition tougher, many new competitors continue to appear on the market. AQUA which is the pioneer of packed drinking water, has become one of the brands which is well-known to the public, but various issues, cases and competition make AQUA difficult to maintain its market share. Conducting appropriate pricing, creating good brand associations in the minds of consumers and increasing the brand credibility that is owned is one of the marketing strategies that can be used and applied to influence consumers' purchase intention. Therefore, the authors are interested in conducting research on the Effect of Prices, Brand Associations and Brand Credibility on Purchase Intention of Drinking Water in AQUA Brand Packaging in North Jakarta.*

*The theory that is used to support this research is the definition of Purchase Intention, Price, Brand Association and Brand Credibility along with its measurements. Then it is supported by a theory regarding the relationship between Price and Purchase Intention, Brand Association with Purchase Intention and Brand Credibility with Purchase Intention.*

*The object of this research is Drinking Water in AQUA Brand Packaging. The method of data collection in this study is to distribute questionnaires by online through google form, with the sampling technique used is non-probability sampling with a judgment sampling approach. The data analysis technique used for model testing and data processing is a structural equation model (Structural Equation Modeling) using WarpPLS 5.0 and SPSS 20.0.*

*The output produced by WarpPLS 5.0, are price has a positive and significant effect on purchase intention, brand association has a positive and significant effect on purchase intention and brand credibility does not have a significant positive effect on purchase intention. With these results, it can be stated that if the price suitability and brand association is getting better, it can increase purchase intention, but if the more better the brand credibility, it cannot affect purchase intention.*

*The conclusion of this research is the first hypothesis (Price suitability has a positive effect on purchase intention of Drinking Water in AQUA Brand Packaging) and the second hypothesis (Brand associations have a positive effect on purchase intention of Drinking Water in AQUA Brand Packaging) proven to have a positive and significant effect, while the third hypothesis (Brand credibility has a positive effect on purchase intention of Drinking Water in AQUA brand packaging) does not have a significant positive effect.*

*Keywords: Purchase Intention, Price, Brand Association, Brand Credibility*