

## INTISARI

Penelitian ini dilakukan untuk menguji pengaruh Brand Image, Promosi dan terhadap keputusan pembelian dan pengaruhnya terhadap loyalitas. Hasil penelitian menunjukkan hasil secara parsial bahwa variable Brand Image berpengaruh positif dan signifikan terhadap keputusan pembelian, variable harga berpengaruh positif dan signifikan terhadap keputusan pembelian, variable promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, keputusan pembelian berpengaruh signifikan terhadap loyalitas.

Penelitian dilakukan di kabupaten Wonosobo dengan data 135 responden dan dilakukan uji dengan analisis SEM

Kata kunci:*Brand image*, Promosi, Harga, Keputusan pembelian, Loyalitas

## **ABSTRACT**

*This research was conducted to examine the effect of Brand Image, Promotion and on purchasing decisions and their effect on loyalty. The results showed partially that Brand Image variables have a positive and significant effect on purchasing decisions, variable prices have a positive and significant effect on purchasing decisions, promotion variables have a positive and significant effect on purchasing decisions, purchasing decisions have a significant effect on loyalty. The study was conducted in Wonosobo district with data of 135 respondents and tested by SEM analysis*

*Keywords: Brand image, Promotion, Price, Purchase Decision, Loyalty.*