

## **ABSTRACT**

*This study aims to analyze the Influence of Brand Image, Perceived Price, Perceived Quality on Purchase Decision Shampoo Clear at Yogyakarta. The subjects in this study were consumers who have ever bought shampoo Clear at Yogyakarta. In this study a sample of 100 respondents was selected by purposive sampling method. The analysis tool used is path analysis.*

*Based on the analysis that has been done, the results show Brand Image, Perceived Price, Perceived Quality that has a positive and significant effect on Purchase Decision. The Brand Image that has a positive and significant effect on Purchase Decision and Perceived Quality that has a positive and significant effect on Purchase Decision. The Perceived Price has no effect on Purchase Decision.*

**Keywords:** *Brand Image, Perceived Price, Perceived Quality and Purchase Decision*