



ABSTRACT

The main objective of this research is to identify the influence of price, brand image, and corporate credibility toward intention to buy. This research was done in D.I Yogyakarta in July-August 2010.

The population of this research is the D.I Yogyakarta citizen. Convenience sampling became the researcher's choice in sampling method. In the data collection, researcher distributed 250 questioner to respondent, but only 217 questioner was used. The data collection were analyzed by using validity and reliability test, multiple regressions, classic assumption, and double determinant assumption.

The result show us : price has significant and positive impact toward intention to buy ($\beta=0,372$; $p=0,000<0,05$), brand image has significant and positive impact toward intention to buy ($\beta=0,346$; $p=0,000<0,05$), and corporate credibility has significant and positive impact toward intention to buy ($\beta=0,128$; $p=0,036<0,05$). It could be concluded that price, brand image, and corporate credibility have significant and positive impact toward the consumer intention to buy Kawasaki product.

Key words: Price, Brand Image, Corporate Credibility and Purchase Intention.