

## **ABSTRACT**

*The purpose of this study to examine the effect of product quality and brand awareness on Top 1 oil purchasing decision process. The data were obtained by distributing questionnaire for 96 respondents by purposive sampling. Data were analyzed using multiple regression. The result showed product quality has significantly effect on Top 1 oil purchasing decision process ( $0.000 < 0.5$ ) and brand awareness has unsignificantly effect on Top 1 oil purchasing decision process*

**Keyword:** *Product quality, brand awareness and purchasing decision process*