ABSTRACT

Research aims to analyze the influence of independent variables: there are Visibility, Credibility, Attraction, and Power from Joshua Suherman and dependent variable Brand Image on Nutrisari. Population of this study were people whom purchase Nutrisari. This sampling technique used purposive sampling. Data collection technique is questionnaire were given to 100 responden whom make purchase for Nutrisari product. The result of this study, The test results showed no effect of partial Visibility, Attraction and Power to the Brand Image of Nutrisari in Palembang. There are effect of Credibility partially on Brand Image on the Nutrisari in Palembang.

Keyword: visibility, credibility, attraction, power, brand image