

## **ABSTRACT**

*Currently Bottled Drinking Water (AMDK) is one of the industries that continues to grow because instant products are circulating in the market by offering various benefits. Le Minerale is one of the most popular bottled drinking water in Indonesia, which is still listed in the fourth Tob Brand and uses a foreign branding marketing strategy for brand names. The purpose of the study was to see how much influence foreign branding had on Le Minerale's purchasing decisions.*

*In this study the method used is quantitative. The research population is Indonesian people who have consumed Le Minerale. Sampling was carried out using a non-probability method, namely the accidental sampling technique with a total of 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis. The variable studied is foreign branding with sub-variables are exclusivity (X1), brand name (X2) and value (X3) as independent variable and purchasing decision (Y) as dependent variable.*

*Based on the results of the study, it can be concluded that not all independent variables, namely the brand name, have a partial effect on the purchasing decision variables, and the exclusivity and value variables have a partial effect on the decision. The simultaneous influence on the exclusivity variable, brand name and value is 78.9% and 21.1% is influenced by other factors. Suggestions for Le Minerale are to increase promotion and education about brand names so that consumers are more interested so that purchasing decisions on products increase.*

**Keywords:** *Foreign Branding, Purchase Decision, AMDK*