

## **ABSTRACT**

*This study aims to measure the role of packaging, price perception, brand image, and perceived quality to predict purchase intention of power tools products. Data collection was carried out using a questionnaire instrument. The sample selection technique used is purposive sampling. Respondents were 160 power tools consumers in the province of DKI Jakarta. Data analysis technique uses Partial Least Square-Structural Equation Modeling. The results showed that packaging had a positive effect on price perception and quality perception but not on brand image. Meanwhile, price perception, brand image, and perceived quality have a positive effect on purchase intention.*

**Keywords:** *Packaging, perceived price, brand image, perceived quality, purchase intention*