

ABSTRACT

This research is based on the level of decline in public awareness of health, one of which is the quality of water which is very different and less suitable for daily consumption. The problem here is the opportunity for Kangen Water to overcome these problems and then have the opportunity, one of which is fresh body health and being able to meet daily needs from all aspects. To find out more, it is necessary to analyze consumer behavior in the community, especially in the city of Bandung, by knowing the influence of consumer behavior, brand image and purchasing decisions in the city of Bandung. This research method uses probability sampling for 100 respondents. For calculations, namely using multiple linear and descriptive analysis methods.

For the research results, it can be concluded that the effect of the T test on consumer behavior variables is $0.01 < 0.05$ and the brand image variable on purchasing decisions is $0.01 < 0.05$, both of which partially influence the variables. Meanwhile, the F test has a result of $0.01 < 0.05$. It can be concluded that the influence of the two variables is simultaneous and has an influence of each variable of 80%.

Keywords: Consumer Behavior, Brand Image