

ABSTRACT

The tight development of the industrial world requires companies to always provide innovation by increasing creativity and competitive advantage to be differentiated from competitors. The automotive industry in Indonesia has good potential seen from the increase in consumers' desire for prestige in the vehicles they use. One product that has a lot of interest in Indonesia in the automotive sector is cars. To create a competitive advantage, you need an appropriate marketing strategy, namely by creating a brand image for consumers. One of the variables that influences purchase intention is brand image. When a product has a good image among the public, it indicates that the product is liked by many people and attracts people.

A brand is a name, term, symbol, or design, or a combination thereof, that identifies the products or services of a seller or group of sellers and differentiates the brand from its competitors. Brands are divided into three, namely corporate image, user image and product image. Purchase intention is a component of consumer behavior in consumer settings and is an individual's tendency to act before the actual purchase. Purchase intention is divided into four, namely transaction interest, referential interest, preferential interest and exploratory interest.

This research uses quantitative research by conducting descriptive analysis. This research method uses a questionnaire distributed to respondents. Furthermore, the sampling technique used in this research is nonprobability sampling using the Slovin formula.

The results of this research using multiple linear regression tests show that TMMIN must improve their brand image to get purchase intention from consumers. Variable X has a direct relationship with Y and every additional unit of brand image (X) will increase purchase intention (Y) by 72.7%. From the t test calculations, the results show that there is a significant influence between brand image on purchase intention for Toyota Astra Motor products in West Java.

Keywords: Brand Image and Purchase Intention.