

ABSTRACT

Brand image is an illustration or impressions generated by a brand in the mind of the customer placing the brand image of the customer's mind the placement of the brand image in the minds of consumers must be done on an ongoing basis in order to create a brand image remains strong and can be received positively.

Consumers see the product Avanza very interested. because it has a very good brand image and will buy it for everyday use.

The influence of brand image for Toyota Avanza consumer awareness.

The method used is simple linear regression.

Having a continuum line 80.57% and 85.91%. The influence of brand image on Toyota Avanza influence the brand at 22.7%.