

Abstract

The contribution of air transport in the field of transport is providing good transport people and goods by air which offer added value in the form of time efficiency and better speed compared to other modes of transport. With the speed factor is in addition able to keep production costs, mobility of people and the delivery of goods or services also needs to be faster and better.

The study, entitled the effect of brand image on consumer purchasing decisions on the Lion Air airline aims to determine consumer response to the brand image of Lion Air, knowing consumer purchasing decisions Lion Air, as well as determine the effect of brand image on consumer purchasing decisions on the airline Lion Air.

This research is descriptive quantitative, data are collected through a questionnaire to 105 consumer respondents Lion Air airline (case study at the Faculty of Applied Sciences University of Telkom in 2015) were obtained using sampling technique Bernouli formula. Analyses were performed using simple regression analysis to determine the level of effect of brand image on consumer purchasing decisions (R^2 test).

Results of the research that has been done that brand image has a significant effect on consumer purchasing decisions. The effect of brand image on consumer purchasing decisions by 66.7% and the remaining 33.3% is effected by other factors, such as brand equity, brand awareness, and promotion mix.

Keywords: *Brand Image* and purchasing decisions