ABSTRACT

People cannot predict perfectly what will happen in the future, although by using analysis tool. Thus, the existance of insurance certainly can make a risk can be handled well. PT. Asuransi Jiwasraya (Persero) Bandung Barat Branch Office is a national insurance company. In other words, PT. Asuransi Jiwasraya (Persero) Bandung Barat Branch Office is still focusing on give life insurance service to Indonesian People. In its development, PT. Asuransi Jiwasraya (Persero) is not the only one insurance company in Indonesia, there are some insurance company that become PT. Asuransi Jiwasraya (Persero)'s competitors

The purpose of this research is to know and to analyse how big the influence of Brand Image to Purchase Decision Process at PT. Asuransi Jiwasraya (Persero) Bandung Barat Branch Office. The method that use in this research is descriptive kuantitative method. The poulation of this research is last three (3) years customers from 2012 untill 2014, the amount of population is 1.547 customers. The sampling technique that use in this research is incidental sampling based on the people who the researcher incidentally meet with, which is the amount of the sample is 100 people. The analysis technique that use in this research is simple linear regression analysis.

In this research, researcher use simple linear regression analysis. The variable of this research is Brand Image as variable (X) and The Purchase Decision Process as variable (Y). The supporting factors of Brand Image are Brand Association dan Favorability, Strength, Uniqueness of brand association. The supporting factors of Purchase Decision Process are Problem/need identification, Information search, Listing alternative brands, Evaluation of alternatives, Purchase decision, Post-purchase behaviour.

According to the result of hypothesist data test, the t_{count} of the brand Image Variable (X) is 10,010 and t_{table} is 1,984. Because of $t_{table} > t_{count}$, then H_o is rejected dan H_1 is accepted, which means partially Brand Image (X) is significant influence to The Puchase Decision Process (Y). According to the result of the coefficient of determination that the Brand Image (X) gives a partial influence at 50,6% to The Purchase Decision Process. Meanwhile 49,4% is influenced by other factors that are not observed in this research.

Keywords: *Brand Image, Marketing, Purchase Decision Process.*