

ABSTRACT

Competition in the airline industry experienced fairly rapid growth due to the demands of the mobility of people and goods is growing fast. The existence of low-Prices airline to be able to assist and facilitate the mobility. AirAsia is one of the airlines that offer flights with low price. Brand image of AirAsia as a low-Prices airline is believed to affect consumer consideration in the process of making purchasing decisions. The purpose of this study was to determine how much influence the brand image on purchase decisions AirAsia flight tickets at Telkom University.

This type of research used in this research is causal and descriptive research, with statistical data analysis techniques, simple linear regression and sampling purposive sampling technique. Based on this research, consumer responses regarding AirAsia brand image can be measured by how the consumer views the image of the corporate, the image of the user, as well as the image of the product is that overall there on agreed categories in the amount of 74.90%. Consumers agreed to purchase flight tickets AirAsia seen from the results obtained by 74.35%, which is in the category agreed. AirAsia brand image significantly influence the purchasing decisions of consumers, proved by test scores on the coefficient of determination, that brand image has a significant influence on purchasing decisions with a percentage of 62.4%, while the remaining 37.4% is influenced by other factors.

AirAsia should always continually maintain and improve the quality of service both in terms of human resources and assets such as aircraft worthiness to continue to maintain consumer confidence to continue to use the services of AirAsia flight.

Keywords: Marketing, Brand Image, Consumer Purchase Decision