

ABSTRACT

Industrial competition in Indonesia telecommunication services are currently experiencing a fairly rapid growth that causes the condition of competition for consumers. This is realized by XL Axiata, that with a good brand image XL Axiata sure that to achieve a sustainable competitive advantage. The purpose of this study was to determine how much influence the brand image of the purchase decision process on XI card users at Telkom University Bandung.

This type of research used in this research is descriptive and causal research, using statistical analysis techniques simple linear regression method accidental sampling techniques. By conducting sampel that respondents who use XL card and respondents in Telkom University Bandung.

Based on the partial results of hypothesis testing XL card brand image significantly influence the purchase decision process. This is evidenced by $t_{count} (2.641) > t_{table} (1.984)$. Based on simple linear regression analysis of the results of $Y = 10.105 + 0,160X$. Based on the coefficient determination, it can be concluded that the brand image have a significant influence on the purchase decision process, with the percentage of the effect of 6.6%. While the remaining 93.4% is influenced by other factors beyond the brand image is not examined in this study as brand trust, brand equity, and other factors.

XL Axiata should maintain a brand image that has been formed by improving the quality of service that consumers continue to believe and also pay attention to sustainable competitive advantage is based on non-price competition.

Key Words: Marketing, Brand Image, Purchase Decision Process