

Abstract

Development of automotive technology in the industrial era can be seen from a wide variety of products, one of which is a public transportation. Motorcycle-Matic is one of them that contribute to the economy. In terms of its Motorcycle-Matic is easier and more convenient than other motorcycles to support all human activities. on the other side ,Motorcycle-Matic from suzuki users have been decreased. Based on these problems, these research is to find the solutions that faced by PT Suzuki Indomobil Motor in Bandung in Motorcycle-Matic sales. This research aimed to observe the effect of brand image to purchasing ability . The method used in this research is descriptive and verification methods. Suzuki Motorcycle-Matic customers is the correspondent of this research. This research also used non probability sampling using judgmental sampling. From the results of the analysis, the coefficient of determination of the calculation result obtained 40.6%. Its shows that the brand image give 40.6% influence on the purchase decision, while the remaining 59.4%. From the calculation results shows that the Brand give 40.6% influence on the purchase decision, that the brand image consists of two dimensions physic factors and psychological factors.

Keywords: Brand Image, Purchase Decision, Motocycle-Matic