

ABSTRACT

Yamaha Corporation is the first company in Indonesia that popularize the scooter matic market with launched of Yamaha Mio product in 2003 and then it followed by a rival company by issuing motor matic in 2008. Based on the survey of Top Brand Index motor matic category, from 2012 to 2015 Yamaha Mio is the first rank and beat competitors. Although Yamaha Mio is the first position in the brand's top award, but did not make the sale of Yamaha Mio outperform and beat competitors. Over time Yamaha Mio has decreased the number of purchases by consumers. Thus the purpose of this study was to determine how much influence the brand image on purchasing decisions Yamaha Mio in Bandung.

This research method uses quantitative methods with descriptive research and causality. The population was the consumers of Yamaha Mio in Bandung that have used Yamaha Mio. Sampling using the formula slovin, amount of the sample is 100 people. The sampling technique is using nonprobability sampling with Purposive sampling method.

Based on t test results, there is a positive and significant influence between the brand image on purchasing decisions Yamaha Mio in Bandung. Based on the result of determination shows that the brand image influence on purchasing decisions by 57.8%, which rest influenced by other factors that not examined in this study.

Keywords : Yamah Mio, Brand Image, Purchase Decision