

## **ABSTRACT**

*Brand is an intangible asset that is valuable and has unique characteristics that make customers aware of the differences among brands within a product. Factors to be considered in a brand image or brand image is the quality of the product, which is closely related to the quality of a given brand image. Efforts to understand the attitude of consumers is especially important on the customer purchase decision. This research aims to determine the brand image on purchasing decisions on products Gery Chocolatos. The method used is quantitative with simple regression analysis. The theory on which the study is the Brand Image (Kotler and Keller) and Purchase Decision (Husein Umar). The population in this research is people who consume Gery Chocolatos in Bandung with a total sample of 100 respondents. This reseach used sampling technique and non-probability sampling method with incidental sampling. This study uses simple linear regression analysis and hypothesis testing (test statistic  $t$  and the coefficient of determination) by using SPSS for Windows 23. The results are variable of Brand Image contained in the Good category with a percentage of 77,36%, and the variables to Purchase Decision have Good category with a percentage of 89,34%. The influence of Brand Image to Purchase Decision Gery Chocolatos is 10,8%, and 89,2% influenced by other things outside of this research.*

**Keyword: Wafer Stick, Brand Image, and Purchase Desicion**