

## **ABSTRACT**

The notebook growth is extraordinary the world including in indonesia. With the advent of technology, Indonesian people especially living in urban areas experiencing lifestyle change. Notebook Macbook Pro prove with the brand trusted can boost sales they are compared with the brand other products. Competition sales notebook seen from the market share of an ever changing every year. This leads to improve their activities and would affect on sale in Indonesia. The purpose of this study is to find how big the influence of the brand image of the decision to buy a notebook Macbook Pro to consumers in North Bandung.

The kind of research used in this research is research descriptive, using techniques statistical analysis linear regression multiple and methods of sampling convenience of sampling technique. With the sample respondents using notebook Macbook Pro to consumers in North Bandung.

Based on the results of the hypothesis brand image of a partial notebook Macbook Pro significant of the decision purchase, it is proven worth based on the koefisian determination, it can be taken the conclusion that the brand image exert significant purchase of the decision, with the influence of 43,8% the remaining of 56,2% influenced by other factors out the brand image not investigated in this study as brand equity, brand trust, and other factors.

Apple should look making advertising official from Apple itself is on Youtube that the impression discharging more convey to consumers and Apple need to pay attention to develop a community notebook Macbook Pro that Macbook other users can understand function of the application in a notebook Macbook Pro.

**Key Words: Notebook, Brand Image, Purchase Decision**