

ABSTRACT

All motorcycles are competing to introduce their motors by creating compelling ads, unique promotions, and making *events* so great as to introduce their products to the public, it's done to make their products a *market leader*. Honda's *brand* was so powerful that it impacted Honda's high sales that beat its rivals. Honda itself has a *tagline* "*One Heart*". The *tagline* seemed to be completely unlawful as most Indonesians bought Honda products and so became one heart with Honda. Honda motorcycle was named the most trusted motorcycle in the country along with the receipt of the Top Brand Award 2016. The award which has been maintained by PT Astra Honda Motor (AHM) for 8 consecutive years reflects the strong public confidence in Honda motorcycles in the country along. Based on a survey conducted nationally by Frontier Consulting Group and Marketing Magazine, AHM recorded won Top Brand awards in several categories. Motorcycle scooter matic Honda Beat and Honda Vario became the main choice in the category of motor scooter matic. This study aims to investigate *Brand Image* (X) variables and purchase decisions (Y). This research uses quantitative method with descriptive research type, the measurement scale is ordinal scale, the measurement scale is likert scale.

Keyword: *Brand Image*, Purchase Desicion