

ABSTRACT

Business competition giftshop foods especially in Bandung is currently in progress. Lately, the public figure of the capital are crowded opened the cake in several major cities, including Bandung. Bandung Makuta is cake gift shop in the city of Bandung which are currently popular, this business builds its brand image with the image of celebrity's pioneering popularity is Laudya Chintya Bella. This research is conducted to determine the effect of Brand Image to the purchasing decision process of consumers Bandung Makuta in Van Deventer street of Bandung. The purpose of this research is to determine and analyze how the brand image of Bandung Makuta, how the the purchasing decision process of consumers Bandung Makuta, the influence of brand image to the purchasing decision process of consumers Bandung Makuta in Van Deventer street of Bandung. The method used is descriptive data analysis with quantitative and causality, as well as using simple linear regression analysis. Sampling carried out with methods non-probability sampling with this type of purposive sampling type is consumers who has purchased product of Bandung Makuta at Van Deventer street of Bandung. The sample using formula bernouli as much as 100 respondents. Based on the research results, it can be concluded that Brand Image Bandung Makuta is in good category. the purchasing decision process of consumers Bandung Makuta in good category. Brand Image has a significant effect on the purchasing decision process. The Brand Image is able to explain the purchasing decision process for 72.25% and the remaining 27.75% influenced by other variables not examined in this study.

Keyword : Brand Image, The Purchasing Decision Process, Bandung Makuta