

ABSTRACT

A brand is a trade identity by a company that is used to provide services and products for consumers. Indonesia is one of the trading markets that is very interested in various producers of goods and services. However, some brands do not always immediately become one of the consumer purchasing decisions in Indonesia. Brand image is an element that is considered important by consumers and used as the basis for decision making to buy a product. In general, brand image can add or even reduce value for customers and for the company.

The purpose of this study was to find out how much influence the brand image has on the purchasing decisions of The Body Shop products. The type of research used in this research is quantitative descriptive research type. The population of this study was all active students of Telkom University, with a response sample of 100 respondents. The sampling technique uses questionnaire data while the data analysis technique uses Simple Linear Regression Analysis.

Correlation test results show there is a positive direction between each brand image variable, namely user image, product image, and company image of purchasing decisions on The Body Shop beauty and body care products at Telkom University. Based on the t test, the image of a brand has a significant effect on consumer purchasing decisions. From this study, the value of Adjusted R Square is obtained as wide as (0.460), this means that by using a regression model obtained where the independent variable, that is, the brand image has an influence on the dependent variable, the purchase decision is (46%). While the rest (54%) is explained by factors or variables that are unknown and not included in this regression analysis.

Keywords: Brand image, Purchasing decision, The Body Shop