

ABSTRACT

PT Astra Daihatsu Motor (ADM) is the sole agent of the Daihatsu car brand in Indonesia who has the right to import, assemble and make Daihatsu or Toyota branded vehicles, and related components and businesses in Indonesia. One of the strategies to Purchase Intention in buying Daihatsu cars is Brand Image and Brand Trust. With the existence of a good brand image and maintaining brand trust can make one of the factors of consumer interest in buying a product, especially in the automotive industry. This research was conducted to determine the influence of brand image and brand trust on purchase intention in Bandung. The method used in the research is descriptive research analysis by quantitative data types. The sampling method is nonprobability sampling with incidental sampling technique by distributing questionnaires to the respondents who happen to meet testers and are suitable as data sources. Methods of data analysis in this study using a multiple linear regression test. Based on the analysis of 100 respondents obtained the multiple linear regression equation: $Y = 1.537 + 0.339 X_1 + 0.721 X_2$ and the determination coefficient is 0.499 which indicates that the influence of Brand Image and Brand Trust simultaneously on purchase intention of Daihatsu Grand New Xenia in Bandung is 49.9% while the remaining 50.1% is influenced by other factors not examined by the author

Key Word : Brand Image, Brand Trust, Purchase Intention