

ABSTRACT

The Increasing of the e-commerce trend is providing increased use of freight forwarding services. Goods shipping services use various strategies to attract consumer interest, including an increase in brand image. But the thing that happened to TIKI's brand image was that there was a decrease in their brand image, which was feared would reduce consumer interest using TIKI.

This study aims to determine how the influence of brand image on the intention of PT TIKI's freight forwarding services with the attitude of consumers as mediators and calculate how much influence the attitude of consumers as mediators between brand image and intention. The case study in this study is aimed at consumers who have used the freight services provided by PT TIKI in Bandung. This research is descriptive and causal, with 100 respondents. Respondents came from consumers who used PT TIKI's freight forwarding services. The method used in this study is a quantitative method. Then the backfill scale used is the Likert scale. Sampling uses non-probability sampling with the type of accidental sampling. The data analysis technique used in this study is path analysis.

The influence of brand image on intention where the attitude of consumers as mediators has a positive and significant influence. The conclusion of this study shows that brand image has a positive and significant effect on attitude, and attitude also has a positive and significant effect on intention partially and simultaneously. While the attitude of consumers as mediators also showed a positive and significant effect obtained by using the sobel test. The magnitude of the influence of brand image on attitude is 46.7% and the remaining 53.3% is influenced by other factors, while the influence of attitude on intention is 55.8% with 44.2% influenced by other factors.

Kata kunci: *Brand Image, Attitude konsumen, Intention*
