

ABSTRACT

Multi Purpose Vehicle (MPV) car sales reached 1,079,534 units, including the Mitsubishi XPander MPV car bikes reaching 7,263 units, is an extraordinary phenomenon. Mitsubishi XPander in Bandung branch is one of the biggest cities reaching 39% of the total sales in West Java in 2018. Public trust in Mitsubishi is still a major factor in sales achieved by Mitsubishi dealers in the city of Bandung. This study aims to determine the effect of Brand Image on purchasing decisions of Mitsubishi XPander MPVs in Bandung. This research uses descriptive analysis method with a causal relationship on a quantitative approach. This research used survey methods. The population in this study is the citizen of Bandung from the age of 25 years to 35 years with a total of 434,612 people. Determination of the sample using the Slovin formula whereas the number of samples in this study were 100 respondents. The results are there is a significant influence of Brand Image on Purchasing Decisions. The magnitude of the effect of the Brand Image variable on Purchasing Decisions was 72,5% while the remaining 27,5% was explained by other variables outside this research model. Thus it can be concluded that Brand Image is a factor influencing the purchase decision of MPV Mitsubishi XPander in Bandung.

Keyword: *Brand Image, Purchase Decision, MPV Cars, Mitsubishi XPander, Bandun*