ABSTRACK

This study discusses the influence of brand image on purchasing decisions (Study on Garut Chocodot, 2020). To find out the magnitude of the influence of Brand Image on the Chocodot Product Purchase Decision. This research is a quantitative research. The method used is descriptive method. The technique taken from nonprobability sampling is purposive sampling technique. Data collection was carried out by sending questionnaires to 100 respondents who were garut chocodot consumers. The data analysis technique used is simple linear regression analysis. From the research results obtained Brand Image results obtained on purchasing decisions on arrowroot garlic products. This can be obtained based on the calculation result of Brand Image Variable with tcount value of 9.031> ttable of 1.984 or sig value less than 0.05 (0,000 <0.05), then it can be donated to the rejected H0 and H1 produced by the Image Brand can significant by partial to the Purchasing Decision. Based on the calculation of the coefficient of determination shows that the independent variable consists of the Brand Image of the Purchase Decision of 45.4%. While the remaining 54.6% were welcomed by other variables not discussed in this study. From the results of the study, it can be concluded that the Brand Image (X) is significant on the Purchasing Decision (Y).

Keywords: Garut Chocodot, Brand Image, Quantitative Descriptive Method.