ABSTRACT

Industrial development in Indonesia is currently experiencing rapid progress, one of the fastest growing industries is the automotive sector. So that this situation makes the conditions for business competition even tighter. The automotive sector in Indonesia is a sector that has an important role in the economic, social and cultural sectors. In March 2020, Chevrolet's sales in the Indonesian automotive market decreased from year to year until they finally decided to stop selling in Indonesia. So, from that brand image is very important in the process of purchasing a product. Employee training will play an important role in improving the quality of service. This study was conducted to determine the effect of brand image on the purchasing decision process of Chevrolet cars in Indonesia.

This research uses quantitative methods with descriptive research type. Determination of the number of samples using the Bernoulli formula based on these calculations the sample size to be used is 113 respondents. The data analysis techniques used were descriptive analysis and simple linear regression analysis.

The results of the study based on descriptive analysis suggest that the respondents' responses to the brand image variable were categorized as good with a score of 73%. while the respondents' responses regarding the purchasing decision process variable are in the quite good category with a score of 67%. Based on the results of hypothesis testing (t test), it was found that the brand image variable had a partial and significant effect on the purchasing decision process. This is obtained from the value of t count (9.181)> t table (1.832) and a significant level of 0.00 <0.05, then H0 is rejected and H1 is accepted. Therefore, brand image has a significant effect on the purchasing decision process of Chevrolet cars in Indonesia with the magnitude of the influence of brand image by 43% on the purchase decision process and the remaining 57% is influenced by other variables not examined in this study.

Keyword: Brand Image, Purchasing Decision Process, Marketing