

ABSTRACT

Consumers evaluate certain products and brands before making a purchase decision. Consumers will choose products from a good brand image. Conversely, consumers tend to consider when buying products that have a negative brand image. March 2020 has been declared a corona pandemic by the World Health Organization (WHO). One way to prevent the spread of the virus in this pandemic is by keeping hands clean by washing hands with water or using an alternative, namely an antiseptic solution (hand sanitizer). hand sanitizer companies also increase competition by marketing their best products.

The purpose of this study is to determine the brand image of Dettol hand sanitizer products during the corona pandemic, the decision to purchase Dettol brand hand sanitizer products during the corona pandemic, and the effect of brand image on the decision to purchase Dettol hand sanitizers during the corona pandemic.

This research was conducted using quantitative methods, with descriptive research type. The population in this study were users of the Dettol brand of hand sanitizer during the corona pandemic in Indonesia. The sample in this study amounted to 428 respondents. The technique used in this study is nonprobability sampling using convenience sampling.

The data in this study were obtained from online questionnaires. To test the validity, reliability, test classic assumptions and test the research hypothesis using the Statistical Program of Social Science (SPSS).

The results of this study indicate that the respondents know the Dettol brand hand sanitizer brand image well, the respondents also know the Dettol brand hand sanitizer product purchase decision well and the brand image has a significant effect on purchasing decisions. Suggestions for further researchers are expected to try other variables to find factors that can determine purchasing decisions that cannot be found in this study.

Keywords : *Brand Image, Purchase Decision, Hand Sanitizer, Corona Pandemic.*