

ABSTRACT

The development of automotive products has very strong competition in every year. Where each company is required to have its own competitiveness in order to control a wide market so that the company's goals can be achieved. There are several products that have a strong brand image in the automotive industry, especially four-wheelers in Indonesia. Pt. Honda Prospect Motor or HPM is one of the companies engaged in the production of automotive four-wheeled vehicles in Indonesia. In the rapidly increasing competition in the automotive industry, HPM must continue to strive to provide the best products to every customer. The current Market Leader, Toyota, has always struggled to maintain its market share. Honda Brio products look quite far leading sales compared to other product mixes. This research aims to examine the Influence of Brand Image on Honda Brio Car Purchase Decision in Bandung.

This type of research is quantitative research, Analysis techniques and data that we do is a simple Linear Regression, with 100 respondents in the sample community who use Honda Brio cars around Bandung area. Based on the questionnaire that has been disseminated researchers obtained the results of respondents' response to Brand Image Honda Brio car products in Bandung has a value of 82.83% or belongs to the category either, while for respondents the decision to purchase Honda Brio car products in Bandung has a value of 83.13% or belongs to the category either when viewed with the continuum line.

The results of this study have a significant influence of brand image variables on Honda Brio car purchasing decisions in Bandung with a table t value of 12,582 and significance of 0.000 or < 0.05 . Variable Brand Image is also able to explain the variation in the up/down of purchasing decisions from Honda Brio car products by 60.4%. While the remaining 39.6% is explained by brand image variables that are not included in this regression model.

Keywords : Brand Image, Purchase Decision