

ABSTRACT

In a brand, there must be consistency to maintain the quality and image of the brand itself. The current phenomenon, namely the situation of communication with the intermediary of a device that causes fraud to crime, leads to the formation of a strong emotional relationship with a brand. The purpose of this study is to determine the influence of the Tinder brand image as a matchmaking application on student attitudes in the city of Bandung. This research uses quantitative methods with the aim of descriptive and causal research. Meanwhile, for the field study, researchers involved 100 students in the city of Bandung, as respondents in distributing questionnaires. The data analysis technique used by researchers is the Methods of Successive Interval (MSI) in Microsoft Excel which is used for the data transformation process. Based on the research data, it shows that there is a significant effect of Tinder Brand Image as a matchmaking application on student attitudes in the city of Bandung, which is 56.3%. The regression coefficient for Brand Image Tinder as a matchmaking application on student attitudes in Bandung is positive, which means that Brand Image Tinder as a matchmaking application has a positive influence on student attitudes in Bandung City.

Keywords: Attitude, Consumers, Brand Image