

ABSTRACT

This research was conducted to determine the influence of Brand Image on Purchase Decisions in Bhinneka. The purpose of this research is to analyze how consumers respond to Brand Image, the level of Purchase Decisions in Bhinneka. And how much influence is obtained between Brand Image and Purchase Decision on Bhinneka.

This research uses a descriptive quantitative method. The process of taking samples using a non-probability sampling method, which is purposive sampling. In this research, the population is users of Bhinneka whose number is not known with certainty. The technique in analyzing the data applied is descriptive analysis and simple linear regression analysis.

From the questionnaires that have been distributed to 100 respondents, the results of the respondents' assessment of Brand Image and Purchase Decisions are 67.7%, and 65.28%, respectively, which of these two variables are included in the Fairly Good category. Based on the T test, it was found that the Brand Image variable had a significant effect on the Bhinneka Purchase Decision. Based on the coefficient of determination, it can be seen that Brand Image can influence purchasing decisions by 58.3% and the remaining 41.7% by other factors not examined in the author's research.

Keyword : Marketing, Brand Image, Purchase Decision