

ABSTRACT

Various industries are trying to win the competition with various ways to attract consumers, one of which is the cosmetic industry. In the cosmetic industry, competition in meeting consumer demands and needs for beauty and body care products is increasingly competitive along with consumer awareness of the beauty and body care products used. This has an impact on products that have previously gone through the research and development stages by the company in order to meet market demands and needs so that they can be absorbed by consumers. Companies to win the competition make products that have more value in the eyes of consumers both in terms of quality, price and brand image of the brand that issued the product. A good brand image will provide a stimulus to potential consumers, otherwise if the brand image of a product is bad then it will be a consideration for potential consumers.

This study aims to determine the effect of brand image on purchasing decisions of body mist The Body Shop Bandung. This research uses descriptive and causality research with a quantitative approach. Data collection was obtained by distributing questionnaires to 100 respondents. The sampling technique used is non-probability sampling. The analytical technique used in this research is simple linear regression analysis.

The results of this study indicate that brand image has a positive and significant effect on purchasing decisions, this is obtained from the value of t count (2.583) > t table (1.660). While the magnitude of the influence of brand image on decisions is 16.2%, then the remaining 83.8% is influenced by other variables not examined in this study

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