

ABSTRACT

The furniture industry is an industry that processes raw materials made from wood, rattan and other natural raw materials into finished furniture products with added value and higher benefits. The development of the furniture industry can produce products with ever-increasing value. In this study, the aim was to be able to determine the effect of brand image on purchasing decisions in the case study of Ikea Baru Parahyangan.

This type of research uses a quantitative approach with descriptive research. In this study, the sampling used in this study was non-probability with a purposive sampling technique. Based on calculations using the Bernoulli formula, a minimum sample size of 384.16 respondents was obtained, which then rounded up to 400 respondents.

The results of hypothesis testing show that there is a significant influence between brand image on purchasing decisions at IKEA Kota Baru Parahyangan, this is because the results of testing the hypothesis with the t test show that the tcount is 22,484 ($t_{count} 22,484 > t_{table}$) and significance (pvalue) < 0.05 .

Keywords: Brand Image, Furniture, Purchase Decision