

ABSTRACT

This study aims to examine the influence of brand image and word of mouth on consumer purchase decisions at KFC Buah Batu Branch, Bandung, both partially and simultaneously. The research uses a quantitative approach with an associative method. Data were collected through questionnaires distributed to respondents who are consumers of KFC Buah Batu Bandung. The data were analyzed using multiple linear regression techniques. The results indicate that brand image has a significant partial effect on purchase decisions. Consumers tend to have more trust and interest in making purchases due to a positive brand image. Word of mouth also significantly influences purchasing decisions, as recommendations and others' experiences strongly affect consumer interest. Simultaneously, brand image and word of mouth together have a significant impact on purchase decisions. These findings offer strategic implications for KFC's marketing efforts to enhance brand image and encourage positive consumer communication.

Keywords: Brand Image, Word of Mouth, Purchase Decision, Marketing, Consumer.

