ABSTRACT

BTN Bank is one of the Home Loans Credit (KPR) provider Bank where one of its branches are located in Bandung. There are some issues related to the brand image and the decision-making process of the Home Loans Credit (KPR). One of the issues found in the brand image of BTN Bank is the Home Loans Credit (KPR) BTN Bank customer having difficulties to remember the BTN Bank's logo, and one of the issues found in the decision-making process of the Home Loans Credit (KPR) BTN Bank is the customer would like to take the loans credit at another bank. Based on these issues, the purpose of this research is to examine the BTN Bank brang image, the Home Loans Credit (KPR) decision-making process, and the effect of the BTN Bank brand image to the Home Loans Credit (KPR) decision-making process.

The research method using quantitative method with descriptive and causality research type. The population in this research are 5.188 people. The sampling using a sloven used for 100 people. The sampling technique using a non-probability sampling with Accidental Sampling method. The data collected with questionnaires, observations, and interviews. The result of the research shows the brand image of KPR BTN Bandung in the category of "Good", the decision-making process KPR BTN also considered included in the category of "Good" and brand image has an influence the Home Loans Credit (KPR) decision-making process around 47,9% while the rest of it are influenced by the other variables not examined.

***Keywords** : Brand Image, Home Loans Credit (KPR) decision-making process, BTN Bank Bandung Branch Office*