

ABSTRACT

The objective of this study is to determine how big influence the brand image of purchasing decisions bakso boedjangan branch burangrang bandung. Where more and more competitors raise the spirit of business people to further enhance its brand.

Independent variables are Brand Image and the dependent variable is purchasing decision. The method of this study used by quantitative method with the type of research is used is descriptive verification with sample of 100 respondents. The sampling technique used in this study is non-probability sampling. Methods of data analysis used in this research are descriptive analysis method and simple linear regression analysis. Data processing was performed by using SPSS 23 software for Windows.

The regression model $Y = 10,381 + 0.873 X$ is feasible to use. Through the test R Brand image has a strong relationship to the purchase decision. The influence of brand image on purchasing decision is 59,5% and the rest is 40,5% influenced by other factors not examined like price and quality of product and service. Each increase of one scale Brand image will raise the purchase Decision by 0.873. Partially seen from the t test, there is the influence of brand image on purchasing decisions in Bakso Boedjangan branch Burangrang Bandung.

Keywords: *Brand Image and Purchasing Decision*