

Abstract

The growing world of business today will cause a very tight competition among several business actors both engaged in industry, services, and trade. Therefore the company must be able to anticipate and deal with all the situations and conditions in order to win the business competition. Marketing is considered as spearhead of a company where it is able to become a source of corporate activities in achieving company goals. One of the promotions that run in the company is able to increase profits for the sake of the company's life. Also with Brand Image. Products with strong brands have superior capabilities in creating preferences and influencing purchasing decisions. This study aims to determine the effect of Advertising as (X1) and brand image as (X2) on purchasing decisions as (Y) for consumers Elzatta in Bandung.

This research is categorized as a quantitative descriptive research type. The population that used in this study is Consumer Elzatta In Bandung with a sample of 100 respondents determined based on the results of the calculation of the Bernoulli formula. Data analysis method that used is test data validity, reliability, normality test, descriptive statistical test, simple linear regression analysis and hypothesis testing. The results of this study show that H_0 is rejected and H_a accepted. It means that Advertising and Brand Image have positive and significant effect to purchase decision on Elzattahijab fashion product. The magnitude of the influence of Advertising and Brand Image on the buying decision process is 57.2% while the remaining 42.8% (100% -57.2%) is influenced by other factors outside of Advertising and Brand Image.

Keywords: Advertising, Brand Image and Purchase Decision