

## **ABSTRACT**

*Sales of Skutik motorcycles that reached sales of 3,661,284 units, of which Honda Beat motorcycles achieved sales of 1.814.600 units is an extraordinary phenomenon. Bandung city is one of the biggest cities of Honda motorcycle users with sales in 2016 reached 22% of total sales in West Java. Public confidence in Honda is still a major factor for sales achieved by Honda dealers in Bandung.*

*This study aims to determine the effect of Brand Image on the purchase decision of Honda Beat Series motorcycles in the city of Bandung. This research uses descriptive analysis method with causal relation on quantitative approach. In addition, this study also used survey methods. Population in this research is Bandung society from age 25 years until 35 years with total equal to 457.246 souls.*

*Determination of samples using Slovin formula so that the number of samples in this study as many as 100 respondents. The result of this research is significant effect of Brand Image on Purchase Decision. The amount of influence of Brand Image variable on Purchase Decision is 40% while the rest of 60% is explained by other variables outside this research model. Thus it can be concluded that Brand Image is a factor influencing purchasing decisions of Honda Beat Series motorcycles in the city of Bandung.*

*Keywords: Brand Image, Purchase Decision, Motorcycle, Honda Beat Series, Bandung.*