

## **ABSTRACT**

*This study aims to determine the effect of Brand Image To Purchase Decision In Restaurant Of Ayam Bakar Wong Solo Of Bandung. The issue in this study is to find out how many consumers who know the brand on Chicken Bakar Wong Solo Restaurant Bandung.*

*This research is a quantitative research. The research method used is descriptive method - causal. This research is a quantitative research. The research method used is descriptive method - causal. Technique taken from nonprobability sampling is purposive sampling technique. Data collection was done by distributing questionnaires to 100 respondents who are customers of Ayam Bakar Wong Solo restaurant in Bandung. Data analysis technique used is simple linear regres analysis.*

*From the research got result that Brand Image have significant influence to purchase decision at Ayam Bakar Wong Solo restaurant in Bandung. It can be obtained value of  $t_{hitung}$  for Brand Image (X) variable is 5,585 and  $t_{tabel}$  is 1,660 with significance value below 0,05 ( $0,000 < 0,05$ ) because of value of  $t_{hitung} > t_{tabel}$ , then  $H_0$  is rejected and  $H_a$  accepted. Based on the calculation coefficient of determination shows that the independent variable consisting of Brand Image to the Purchase Decision is 24,1%. While the remaining 75,9% is explained by other variables not examined in this research.*

*From the results of the research, it can be concluded that Brand Image (X) has significant effect on Decision Purchase (Y).*

**Key Word : Brand Image, decision purchase**