

### **ABSTRACT**

*This study aims to determine the effect of brand image on purchasing decisions on sigra at PT.Tunas Mobilindo Perkasa (Tunas Daihatsu) Soekaro Hatta, Bandung. The Problem examined in this study is to find out how many consumers know the brand at PT.Tunas Mobilindo Perkasa (Tunas Daihatsu) Soekarno Hatta, Bandung This research is quantitative research. The research method used is descriptive-causal method. The technique taken from nonprobability sampling is a purposive sampling technique. Data collection is done by distributing questionnaires to 100 respondents who are consumers of PT.Tunas Mobilindo Perkasa (Tunas Daihatsu) Soekarno Hatta, Bandung The data analysis technique used is simple linier regression analysis. From the results of study. The image has significant influence on purchasing decisions at PT.Tunas Daihatsu Mobilindo Perkasa (Tunas Daihatsu) Soekarno Hatta, Bandung this can be obtained by the value of tcount for the variable brand image (X) of 2.197 and ttable 1.660 with a significance value below 0,32 ( $0,000 < 0,05$ ) because the value of tcount > T table, then  $H_0$  is rejected and  $H_1$  is accepted. Based on the calculation of the coefficient of determination show that the independent variable wich consist of brand image on the purchase decisions is 46 %. While the Remaining 54 % is explained by other variabels not examined in this study. From the results of the study, it can be concluded that Brand Image (X) significantly influences the Purchasing Decision (Y).*

**Keyword: Tunas Daihatsu, Brand Image, causal descriptive method**