

ABSTRACT

This research is done to determine the effect of brand image to the purchasing decision process on Garuda Indonesia in Bandung. The purpose of this research is to determine and measure how the brand image of Garuda Indonesia, how the the purchasing decision process on Garuda Indonesia in Bandung, the influence of brand image to the the purchasing decision process on Garuda Indonesia in Bandung.

Brand image is a description of the association and the confidence of consumers towards a particular brand. A number of quantitative and qualitative techniques have been developed to help uncover the perceptions and associations consumers towards a particular brand, such as multi-dimensional scaling, projection techniques, and so on. This study uses quantitative methods with descriptive research-kausalitatis. Sampling was done by non-probabilty sampling method purposive sampling type of consumer Garuda Indonesia in Bandung-Surabaya route, the number of respondents was 100 respondents. Data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of hypothesis testing using t test showed brand image significantly influence the purchasing decision process on Garuda Indonesia in Bandung. This is evidenced by $t_{hitung} > t_{table}$ ($10,521 > 1.984$) with a significance level of $0.000 < 0.005$. Based on the coefficient of determination obtained that brand image is able to influence the purchasing decision process on Garuda Indonesia in Bandung amounted to 53.0% and the balance of 47% influenced by other factors not examined in this research.

The conclusion of this study, brand image and the purchasing decision process on Garuda Indonesia in Bandung has entered into either category, but there are some items that need to be improved as the actions of Garuda Indonesia that let consumers and the impact on consumer buying decision process further, whereas Garuda Indonesia has a premium pricing strategy and full service airlines.

Keywords: Brand Image, Purchasing Decision Process.