

Abstract

Brand Image is a description of a brand's character and attitude in the mind of consumer, therefore the more brand's character and attitude described positively in costumer mind the more consumer believe in the brand and doing the purchasing decision . Xiaomi officially launched its first smartphone products in 2011 and directly get a good response in the market, it was proven by the results of the sales. In the first year of sales, Xiaomi succeeded to become one of the five smartphones manufacturers with the highest sales in the world, and in 2013 Xiaomi was successfully to be China's top smartphone brand overtaking Samsung. Xiaomi company only took 4 years to become the world's number three smartphone in 2014. In this research, Brand Image is selected as independent variable (X) with the three sub-variables, includes; Brand Association, the strength of the Brand association, and the uniqueness of Brand association, while Purchasing Decision as dependent variable (Y) with sub-phase variable input, stage of the process and the output stages. This research used the quantitative descriptive methods, classic assumption test and used descriptive analysis, linier simple regression test, t-test, and also the coefficient determination test for the data analysis technique. This research is intended to the 100 respondent. Those are member on the Facebook page of Xiaomi, named Mi Indonesia. The results of this research, there is a significant impact between brand image and consumer purchasing decisions of Xiaomi smartphone and a great influence between brand image and consumer purchasing decisions is by 0,704 or 70,4% while the rest were influenced by other factors that are not examined in this research.

Keywords: Smartphone, Xiaomi, Brand Image, Purchasing Decisions, Mi Indonesia.