

ABSTRACT

This research was motivated by the phenomenon of a shift in values in a consumptive society. At this time the people who live in big cities such as Bandung always want to look attractive. Because of the wide range of accessories such as suits, jackets, shoes, and bags with the latest model will surely attract the attention of consumers who always want to look fashionable. This makes the fashion business a potential market for companies engaged in this business. Heyjacker included in this fashion business wants to change the view of parka jackets that seem outdated become more fashionable jacket and support the needs of everyday consumers. In its efforts Heyjacker Company put more emphasis on brand image created for the consideration of consumers into buying the product.

The purpose of this study was to determine the effect of brand image to the consumer buying decision process heyjacker company in the city of Bandung.

This type of research used in this research is descriptive causal. The number of samples taken in this study were 96 respondents to the sampling method non-probability sampling method with sampling technique used is incidental sampling. The analytical method used is descriptive analysis with simple regression

Research shows that the brand image influences the purchase decision process partially. Therefore, Heyjacker Company must constantly work to improve the brand image in order to be top of mind in the minds of consumers.

Keywords : Brand, Brand Image, Purchasing Decision Process