

ABSTRACT

The level of competition in the learning institution services in Indonesia is increasingly dynamic, it is pointed out every Learning institution services company seeks to increase market share and reach new customers. The company should have to determine the right marketing strategy for winning the competition. One of the strategies that applied is to create a positive Brand Image for the Consumers of Tridaya learning institution to keep prioritizing the service.

This study was conducted to determine how consumer response about the implementation of the Brand Image at Tridaya Learning Institution and to determine how much the influence of Brand Image to purchase intention at Tridaya learning institution. Type of research is causal descriptive with quantitative characteristic. The sampling method is nonprobability sampling with purposive sampling technique by distributing questionnaires to the respondents who knew about Tridaya learning institution directly with the number of 100 respondents. Methods of data analysis in this study using a simple linear regression test, and using a Likert scale as the measurement scale.

Based on the results of the study, the percentage results for Brand Image at 69,42%, which is in good criteria. The percentage results for Purchase Intention is at 69,36%, which is in good criteria. Brand Image significantly influence consumer purchase intention Tridaya learning institution at 56,9% and the remaining 43,1% is not described in this study.

Keywords: Brand Image and Purchase Intention