

ABSTRACT

In today's global era, vehicles have become a daily necessity. Most people traveling on average depend on vehicles. But now producers are competing to get the sympathy of the public by doing large-scale promotions and making attractive advertisements so that the brand image of their products is remembered by the public, causing the desire to buy the product. Therefore the company needs to build a good brand image to consumers, so that consumers have a sense of trust because the company already has a good brand image.

This study aims to determine the effect of brand image on purchasing decisions Yamaha motorbikes in Bandung 2020. This type of research is quantitative with a causal descriptive method. With a sample that has bought a Yamaha motorbike, with a target number of 100 respondents. The analysis technique used is simple linear regression analysis. Based on the research that has been done, it can be concluded that the respondent's response in the brand image variable is in the very good category, and the purchasing decision variable is also in the good category. Overall, it can be concluded that the brand image has an influence on purchasing decisions by 65.2%, while the remaining 34.8% is influenced by other variables not examined.

Keywords: Marketing, Brand Image, Purchasing Decision, Transportation