

ABSTRACT

This study aims to identify and explain the influence of brand image towards consumer buying decisions on Le Minerale. This study uses quantitative method, with nonprobability sampling approach. The population in this study were Le Minerale consumer at South Tangerang. The samples used in this study was 100 respondents. The sampling technique used in this study is a non-probability sampling. With purposive sampling method, data retrieval techniques by using primary data in the form of questionnaire. The analysis used is a simple regression analysis. The results of this study indicate that brand image influence consumer buying decisions on Le Minerale about 72,5%.

Keywords : Brand Image, Buying Decisions.