

ABSTRACT

It is known that lack of milk consumption can cause various problems for children in Indonesia. In 2012, sample of 16000 children with age range of 6 months – 12 years was taken, it shows that Indonesian children experience problems in health and nutrition, such as malnutrition, underactive, lack of vitamin D, and stunting. Indonesia is a country that has low level of milk consumption when compared to several ASEAN countries with milk consumption level of 16,5 liters/capita/year while the target is 20 liters/capita/year.

This research was conducted in order to determine the effect of brand image on purchasing decision for Ultra Milk among the people of Bandung Raya. The purpose of this research is to determine and analyze the brand image of Ultra Milk, purchasing decision of Ultra Milk, and the influence of Ultra Milk brand image on purchasing decision.

This research used quantitative research method and the type of research conducted is descriptive and causal research. Data analysis technique used in this research is descriptive analysis, correlation, and simple linear regression. The research was conducted by distributing questionnaires. Sampling technique used in this research is Non-Probability Sampling and the data is processed using SPSS software version 20 for Windows.

Based on the result, it is known that brand image has positive and significant effect on purchasing decision. The brand image coefficient value is 0,761, the t-value is 12.796, and the significance value is 0,000 that means H_0 is rejected. As the t-value (12.796) is greater than t-table (1.66055) so that H_0 is rejected and H_1 is accepted. Therefore, the brand image has a significant effect on purchasing decision for Ultra Milk UHT milk. From the coefficient table, it can be seen that the significance value of 0,000 at $\alpha = 5\%$ (0,05) has positive value, based on the determination coefficient, brand image has an effect of 62,2% on purchasing decision while the remaining 37,8% is influenced by other variables that was not examined.

Keywords: Brand Image, Purchasing Decisions, Ultra Milk UHT.