

ABSTRACT

This research is based on Iconnet sales data which decreased in 2019 and 2020. This research was conducted with the aim of knowing how much influence Consumer Behavior, Brand Image and Rebranding simultaneously and partially on Purchase Decisions on Iconnet products, this research was conducted on Stroomnet customers and Iconnet in Bandung

This study uses a quantitative method with a descriptive type of research in which the sample is taken using a non-probabilty sampling method with a total of 100 respondents. The analysis technique used in this research is descriptive and multiple linear regression analysis. Based on the results of the descriptive analysis of this study, it can be concluded that the respondents' responses to the variables of Consumer Behavior, Brand Image and Rebranding have a percentage that is included in the good category.

Based on the results of this study, it resulted simultaneously that the variables of Consumer Behavior, Brand Image and Rebranding had a significant effect on purchasing decisions as evidenced by $F \text{ count } (182.233) > F_{\text{table}} (2.70)$ and the resulting significant value was 0.000 and the value was smaller than (0.05). and the results obtained that consumer behavior variables, Brand Image and rebranding affect the purchasing decisions of Iconnet by 85.1% while the remaining 14.9% is influenced by other factors outside of this research. 85.1% while the remaining 14.9% is influenced by other factors outside of this study.

Keywords: *Consumer Behavior, Brand Image, Rebranding, Purchase Decisio*