

**ABSTRACT**  
**EFFECT OF BRAND IMAGE XL CARD PRODUCTS TO THE**  
**PURCHASING DECISION**  
**(STUDIES ON STUDENTS OF ECONOMIC FACULTIES OF LAMPUNG UNIVERSITY)**

**By**  
**Lulus Pujo Prawira**

Brand image is a description of the associations and consumer confidence to a particular brand. Brand image has three variables, corporate image, user image, and product image. The issue of brand image began to evolve with increasingly tight business competition resulting in consumers' needs are no longer limited to the usual primary function is given on a product, but developed into a secondary requirement is a willingness on a brand.

One of the recognized cellular card society is the product of XL card. L cards always provide convenience to consumers in the form of communication facilities that exist in cellular card, therefore the principal issues discussed in this study are: whether the brand image influence the decision to purchase the XL card products on the students of economics faculty of Lampung University?

This study aims to determine the influence the brand image of the consumer decision to purchase the XL card products. The hypothesis of this research is the influence of brand image against a decision to purchase the XL card products on

the students of economics faculty of Lampung University which is still active, conducted with non probability sampling and after the sample calculation is obtained by 65 respondents.

The analysis method are qualitative analysis and quantitative analysis. Qualitative analysis was done by analyzing the errors based on the theories associated with the brand image of the consumer decision to purchase products XL card and then the data associated with the spread of the questionnaire results on students of economic faculties of Lampung university. Quantitative analysis carried out using logistic regression analysis. Based on the calculations, that the Corporate Image, user image and product image is significant at the significance level used is 0.05 with respective probabilities  $X1 = 0.028$ ,  $X2 = 0.020$ ,  $X3 = 0.036$ . Test the accuracy of the regression model is measured by the value of chi square test of Hosmer and Lemeshow Test Score (X2). In this model chi square value of 4.573 with a confidence level of 0.712, means that the hypothesis can be accepted. The value of Nagelkerke  $R^2 = 0.712$ . This means that the corporate image variables (X1), the user image (X2), and the product image (X3) are able to influence the purchase decision (Y) equal to 71.20% while the remaining 28.80% influenced by other variables outside the model. Advice can be given to PT Excelcomindo Pratama tbk that user image should be noted, because these variables proved to have a dominant influence on purchasing decisions on card products, for more creative in developing the network, the features contained in the cards, and prices for the sake of convenience to users of the product.