ABSTRACT
THE INFLUENCE OF BRAND IMAGE HONDA MOTORCYLE TO PURCHASE DESICION
(Study at Users Honda Motorcycle in Kelurahan Rawa Laut Bandar Lampung)

By:

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Brand image were important elements to consumers and became consideration to take the decision in purchasing a product, and than grip, the capital of one of the most important asset as the basis for sustainable competitive advantage in the global era. In general, brand image to increase or even to reduce the value for customers and for the company. The purpose of this study was to determine how much influence the brand image (product image, the image of consumer, corporate image) to the purchasing decision of Honda motorcycles. This type of research used in this study is the type of associative research. The population of this research is that users of Honda motorcycles in kelurahan rawa laut, with a sample of 75 respondents. Sampling technique applied is convenience sampling. The data analysis techniques used Multiple Regression Analysis.

Correlation test results showed there was a positive direction between the positive direction of each variable that is the image of the product's brand image, the image of the consumer, and corporate image to the buying decision at the Honda motorcycle users in kelurahan rawa laut. Results of partial regression analysis showed that there was a positive and significant influence is, the image of the enormous impact of products generated 29.7%, and the image of the enormous impact of consumer generated at 31.5%. corporate image is not significant while the effect produced by 10.5%, due to lack of information obtained by the consumer in the process of purchasing decisions Honda motorcycles. Results of regression analysis showed that there was a positive and significant influence variables brand image (product image, consumer image, and image of the company) jointly to the purchasing decision at the Honda motorcycle users in kelurahan rawa laut Bandar Lampung.

Keywords: Brand Image, Purchase Decision