ABSTRAK

Penelitian ini berjudul Hubungan *Brand Image* Dengan Proses Keputusan Pembelian Sepeda Motor Suzuki Di Kota Bandung. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar hubungan *Brand Image* dengan proses Keputusan Pembelian Sepeda Motor Suzuki. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Alasan menggunakan metode deskriptif adalah untuk membuat deskripsi, gambaran secara sistematis, faktual, akurat mengenai fakta-fakta, sifat-sifat serta hubungan antara fenomena yang diselidiki. sedangkan alasan menggunakan metode verifikatif adalah untuk menguji hipotesis, pengaruh antara kedua variabel Penulis menyebarkan kuesioner kepada 115 responden, yaitu konsumen Sepeda Motor Suzuki. Berdasarkan hasil penelitian tanggapan konsumen mengenai *brand image* sepeda motor suzuki memiliki nilai rata-rata 4,14 (setuju). Tanggapan konsumen mengenai keputusan pembelian memiliki nilai rata-rata 4,12 (Setuju). Dikatakan Setuju karena nilai rata-rata setiap variable berada pada interval 3,40 – 4,19. Hasil penelitian *brand image* terhadap Keputusan pembelian menggunakan korelasi *rank Spearman*, diperoleh nilai koefisien korelasi sebesar 0,643 yang menunjukkan hubungan antara *brand image* dengan keputusan pembelian dikatakan kuat karena berada pada interval 0,60 – 0,799. Perhitungan koefisien determinasi, pengaruh *brand image* terhadap keputusan pembelian konsumen diperoleh hasil sebesar 41,34% dan sisanya 58,66% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci : *Brand Image*, Proses Keputusan Pembelian.

ABSTRACT

This title of research is Relationship Of The Brand Image With Purchasing Decision Process Suzuki Motorcycles in Bandung City. The purpose of this study was to determine how strong the relationship Brand Image with the purchase decision process Motorcycles Suzuki. The method used is descriptive and verification methods. Reasons for using the descriptive method is to create a description, picture of systematic, factual, accurate information on the facts, nature and the relationship between the phenomenon investigated. whereas the reason for using the verification method is to test the hypothesis, the influence between the two variables. Writer distributing questionnaires to 115 respondents, namely consumer Motorcycles Suzuki. Based on the results of the study consumer responses regarding the brand image of the motorcycle Suzuki has an average value of 4.14 (agree). Consumer feedback regarding purchasing decisions have an average value of 4.12 (Agree). Agreed be said for the average value of each variable is in the interval from 3.40 to 4.19. The results of the study brand image of the purchase decision using the Spearman rank correlation, the value of the correlation coefficient of 0.643 which shows the relationship between brand image with the purchase decision is said to be strong because they are in the interval from 0.60 to 0.799. Calculation of the coefficient of determination, the influence of brand image on consumer purchasing decisions obtained yield was 41.34% and the remaining 58.66% influenced by other variables not examined in this study.

Keywords: Brand Image, Purchase Decisions Process