# ABSTRACT

**(NILASARI / 1900861201226 / 2024 / *THE INFLUENCE OF BRAND IMAGE ON PRODUCT PURCHASE DECISIONS AT SAIMEN BAKERY STARTS JAMBI CITY / SUPERVISOR I* PUPU SOPINI, SE, MM. / *SUPERVISOR II* ANASEPUTRI JAMIRA, SE, MM.)**

*Brand image plays a very important role in purchasing decisions. Therefore, the aim of this research is to describe Brand Image and purchasing decisions in purchasing products at the Saimen Bakery Outlet, Jambi City, as well as to determine and analyze the influence of brand image on purchasing decisions in purchasing products at the Saimen Bakery Outlet, Jambi City.*

*The research method in this research is descriptive and quantitative. To analyze the influence of brand image on product purchasing decisions at the Saimen Bakery Outlet, Jambi City. Distributing questionnaires to a population of 51,729 people in 2022, the formula used to find samples is according to Sugiyono (2013:56) so that the sample in this study consists of 100 respondents. Data analysis uses SPSS Ver 22 and uses a simple linear regression model with the calculation $Y = a+b.X+e$.*

*Saimen Bakery, Jambi City, was first opened on Jalan Raden Mattaher No. 51-54 Jambi on 05 May 1985 by Mr Simon Daud became a symbol of the beginning of the founding of Saimen. Established with the French Modern Bakery trademark and the Eiffel Tower logo, Saimen was initially present to meet the needs of the people of Jambi, especially for bakery products. Therefore, at the beginning of its establishment, Saimen provided a variety of bakery products, namely sweet bread, plain bread, sponge cake and traditional cakes, supported by sophisticated equipment.*

*Data analysis used SPSS Ver 22 and used a simple linear regression model with calculated $Y = 0.856+0.321X+e$. The Brand Image (X) regression coefficient is 0.321, meaning that the brand image (X) has increased by 1% resulting in purchasing decisions (Y) for products at the Saimen Bakery Outlet, Jambi City. The coefficient of determination is known from the value $R2 = 0.355$ (35.5%), which means that brand image (X) is able to explain the purchasing decision (Y) of products at the Saimen Bakery Outlet, Jambi City, namely 35.5% and the remaining 64.5% is influenced by other variables. Not investigated in this study.*

*Brand Image is good at the Saimen Bakery Outlet, Jambi City. Purchasing Decisions are high at the Saimen Bakery Outlet, Jambi City. Based on the t test, the tcount value is 5.207 and ttable is 1.6614. From the comparison results, it can be seen that the test with a comparison of tcount 5.207 > ttable 1.6614 means that Ho is accepted by Hi. Rejected. This means that brand image influences product purchasing decisions at the Saimen Bakery Outlet, Jambi City.*

***Keywords: Brand Image, Purchase Decision***