ABSTRACT

(RIFIANDI ARFINDO / 1700861201369 / 2024 / *THE INFLUENCE OF BRAND IMAGE ON THE DECISION TO PURCHASE A YAMAHA BRAND MOTORCYCLE IN* JAMBI *CITY / LECTURER* I PUPU SOPINI, SE, MM. / *LECTURER* 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 Yamaha Brand motorbikes in Jambi City, as well as to determine and analyze the influence of brand image on purchasing decisions for Yamaha Brand motorbikes in Jambi City.

The research method in this research is descriptive and quantitative. To analyze the influence of brand image on purchasing decisions for Yamaha Brand motorbikes in Jambi City. Distributing questionnaires to a population of 627,832 residents of Jambi City in 2023, the formula used to find samples was according to Sugiyono (2013:56) so that the sample in this study consisted of 100 respondents. Data analysis uses SPSS Ver 23 and uses a simple linear regression model with the calculation $Y = a+b.X+e$.

Data analysis used SPSS Ver 23 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 so that the purchasing decision (Y) for Yamaha Brand motorbikes in Jambi City has increased by 0.321.

The coefficient of determination is known from the value $R^2 = 0.355$ (35.5%), which means that brand image (X) is able to explain the purchase decision (Y) of Yamaha Brand motorbikes in Jambi City, namely 35.5% and the remaining 64.5% is influenced by other variables. Not investigated in this study.

Based on the t test, the tcount value is 5.207 and ttable is 1,98447. From the comparison results, it can be seen that the test with a comparison of tcount 5.207 > ttable 1.98447 means that Ho is accepted by Hi. Rejected. This means that brand image influences the decision to purchase Yamaha Brand motorbikes in Jambi City.

Keywords: Brand Image, Purchase Decision