

SUMARRY

Baithani Theta Vika Stevani Sibarani, 2014. **The Influence of Brand Image on Purchase Decision (A Survey on The Costumers of PT. Astra International, Tbk Daihatsu Malang)**, Prof. Drs. Achmad Fauzi DH, MA, Sunarti, S.Sos., MAB, 123 pages + xii

The objectives of research are (1) to acknowledge and to explain the simultaneously influence of Brand Image which consists of variables of Corporate Image (X_1), User Image (X_2), and Product Image (X_3) on Purchase Decision Process (Y); (2) to acknowledge and to explain the partially influence of Brand Image which consists of variables of Corporate Image (X_1), User Image (X_2), and Product Image (X_3) on Purchase Decision Process (Y). Research methods were used is explanatory research with quantitative approach, by using questionnaire as a data collection tool that is distributed randomly to customers PT. Astra International, Tbk Daihatsu Malang.

Data analysis in this research uses classical assumption test and multiple linear regression were aided by a computer program SPSS 16.0 for Windows. Engineering samples used in this research is a Quota Sampling technique, the number of samples is 116 customers PT. Astra International, Tbk Daihatsu Malang.

The results of this research indicate that the variable Corporate Image (X_1), User Image (X_2), and Product Image (X_3) have a significant simultaneously influence to the Purchase Decision Process (Y) variable as evidenced by a probability value < 0.05 ie $0.000 < 0.05$. Variable Corporate Image (X_1), User Image (X_2), and Product Image (X_3) partially significant influence on the Purchase Decision Process (Y) as evidenced by the significant t values < 0.05 . Significant value of Corporate Image (X_1) 0.002 ($0.002 < 0.05$) which means Corporate Image (X_1) has a significant influence on the Purchase Decision Process (Y), Significant value of User Image (X_2) 0.005 ($0.005 < 0.05$) which means User Image (X_2) has a significant influence on the Purchase Decision Process (Y), Significant value of Product Image (X_3) 0.000 ($0.000 < 0.05$) which means Product Image (X_3) has a significant influence on the Purchase Decision Process (Y).

Keywords : Brand Image, Corporate Image, User image, Product Image, Purchase Decision, Purchase Decision Process