

## **ABSTRACT**

*The purpose of this study for analyze brand image on buying intention for Samsung Galaxy S7 Edge in Palembang. This study used survey. Population of this study were all of customers whom have intention to buy Samsung Galaxy S7 Edge in Palembang. This study used purposive sampling which involve 100 respondents. Analyze Technique of this study used multiple regression technique dan T test and F test. The result of this study showed that brand image which consisting of corporate image, user image and product image significantly have influence on buying intention for Samsung Galaxy S7 Edge in Palembang.*

**Keyword: Brand Image and Buying intention**