

ABSTRACT

Martaria Setiawi, Analisis Pengaruh Citra Merek Terhadap Keputusan Pembelian Pada Produk IM3 di Kota Palembang (Dibawah Bimbingan Ibu M. J. Tyra, S.E. M.Si)

This study aimed to examine the effect of brand image on purchase decisions in the IM3 products in Palembang which consists of professional, modern, serving all segments, popular, dam concern. The better the brand image, the more powerful it konsumern appeal to decide the purchase using a product that will produce a response from the consumers so as to make the company a profit from time to time even though competition in the global market is very tight between the various mobile brands available. The population in this study was the use IM3 products. The sample obtained in this study was 100 respondents. Hypothesis testing using multiple regression analysis with SPSS ver. 16.0. The test results of multiple linear regression showed that the variables of professionalism (X1), serving all segments (X3), popular variable (X4) and the variable concerned (X5) have an influence on consumer response to the product IM3 in Palembang, whereas modern variable (X2) has the effect inversely proportional.

Keywords : Brand Image, Purchase Decision