

## **ABSTRACT**

*The goals to be achieved from the implementation of this study was to determine the effect of brand image Lion Star products to consumers buying interest in PD. Aneka Warna. This research is a survey method. The population used in the study are consumers PD. Aneka Warna who interested in buying plastic products Lion Star brand. The sample of 100 respondents. The sampling technique used was nonprobability sampling. Specifically, the technique used is purposive sampling technique is the determination of the specific considerations when viewed people found it suitable as a source of data. The process of data analysis used in the studies using SPSS version 18. Based on the results of hypothesis testing and simple regression analysis of test results can be deduced product brand image and Lion Star has a significant influence on consumer buying interest, because it has a significance level of less than 0,05. The coefficient of determination of 50,6%, while the remaining ( 100 % - 50.6 % = 49.4 % ) described other factors not examined writer.*

***Keywords : brand image, consumer buying interest***