

## ***ABSTRACT***

This study aims to determine whether the brand image consisting of corporate image indicators, user image and product image have a positive effect on the purchase decision of lubrol oil lubricating oil 10W40. Population in this research is all the user of castrol oil in Jimmy Workshop 45, Workshop Pass, and Bengkel Maya Maju KM.16. The sample is determined using purposive sampling method. The sample of this research is as many as 100 respondents. Hypothesis testing using multiple regression analysis method with the help of SPSS ver program. 17.0. The test results show that corporate image, user image, and product image have an effect on purchasing decision.

***Keywords: company image, user image, product image, product image, buying decision***