

ABSTRACT

This study was conducted to determine the effect of brand image consisting of corporate image and product image towards the purchase decision process Ban Motor Aspira in Palembang. This type of research is a kind of causality research through surveys. The sample used in this study is that consumers who purchase motor tires ASPIRA of 100 respondents and a sampling technique is by using purposive sampling technique. Data analysis techniques used in this research is descriptive test, validity and reliability, the classic assumption test, multiple linear analysis, f test, t test, and koefisien determenasi R². The results of this study indicate that the independent variable (X) is able to explain 52.5% of consumers in the purchase decision process Aspira motorcycle tire products and the remaining 47.5% is explained by other variables not included in this study. Partial assay results indicate that both variabe of brand image consisting of corporate image and product image is able to affect positively and significantly related to the purchase decision process Aspira motorcycle tire products.

Keywords: Brand Image, Corporate image, Product image, b2b.