

## **ABSTRACT**

*Title : Effect of Brand Image and Product Attributes on the Purchase Decision Process (Survey on Car Consumers LCGC Suzuki Karimun Wagon R in Nusantara Jaya Sentosa Bandung)*

*The object in this study is Suzuki Karimun Wagon R. This study aims to research the Brand Image and Product Attributes of the Purchase Decision Process. Data analysis used in this study is using primary data. The data collection technique used was the distribution of questionnaires to 89 respondents from 817 participants visitors to Suzuki Nusantara Jaya Sentosa Bandung. While the sampling technique used to calculate sample size is nonprobability sampling. The results of the study used multiple linear regression analysis, validity test, reliability test, multiple correlation analysis, coefficient of determination, partial determination coefficient, partial hypothesis test, simultaneous hypothesis test, and research research that showed variable brand image and product attributes. Buying decision. According to statistical calculations, Brand Image and Product Attributes contribute to the Purchasing Decision Process of the Karimun Wagon R Suzuki by 73.7% while 22.3% is an unnecessary influence variable.*

*Keywords: Brand Image, Product Attribute and Purchasing Decision Process.*