

ABSTRACT

This research consists of three variables, namely advertising and brand image variables as independent variables and purchasing decision process variables as dependent variables. Seeing the phenomenon that the purchasing decision process is an important factor for companies that offer products that have high involvement, and the discovery of problematic factors, namely advertising and brand image on the purchasing decision process in the object of this research, namely My Republic Bandung, either simultaneously or partially. This is because there is a phenomenon in the last three years the number of internet users in Indonesia is very high. The research method used is descriptive and verification method with a total sample of 100 respondents. Testing the instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination.

The results of this study indicate that descriptive research has yielded results that advertising on My Republic Bandung is in a poor condition, the brand image of My Republic Bandung is in a poor condition, and the purchase decision process at My Republic Bandung is not good. Furthermore, the results of the verification research in this study there is a positive influence between advertising and brand image on the purchasing decision process at My Republic Bandung. The magnitude of the influence of advertising and brand image on the purchasing decision process simultaneously is 30.4% and the remaining 69.6% is influenced by other variables not examined. Partially, the influence of advertising on the purchasing decision process is 3.9% and the influence of brand image on the purchasing decision process is 26.5%, so it can be concluded that brand image has the greatest influence in this study on the purchasing decision process.

Keywords: Advertising, Brand Image, and Consumer Buying Decision Process