

ABSTRACT

This study aims to determine the effect of Brand Image both jointly and partially as well as to determine the variables that have a dominant influence on the Purchase Decision of De'Joyeux Floral Atelier consumers. The independent variables used in this study are corporate image (X1), user image (X2), and product image (X3). While the dependent variable is the Purchase Decision (Y). The research method used in this study is a quantitative research method using a sample of De'Joyeux Floral Atelier consumers aged 17-40 years.

Sampling using accidental sampling technique which in quantitative research is included in the non-probability sampling technique. This research was conducted online via Google Form. The data analysis method used in this study is multiple linear regression analysis. Data processing was performed using SPSS computer software.

The test results show the F test statistic $69.488 > F$ table 2.699 or probability $<$ level of significance ($\alpha = 5\%$). This means that there is a significant influence simultaneously (together) corporate image, user image, product image on the purchasing decision of De'Joyeux Floral Atelier. Based on the results of the t test, it can be seen that the company image and product image variables have a significant effect, while the provider image variable has no significant effect. Adjusted R Square value of the regression model of the effect of brand image on purchasing decisions is 0.685 . This means that the brand image variable which consists of corporate image, user image and product image is able to explain the purchase decision variable by 68.5% , while the remaining 31.5% is influenced by other variables not discussed in this study.

Keywords: Brand Image, Corporate Image, User Image, Product Image, Purchasing Decision