

ABSTRACT

Mirwan, Year 2018 Department of Management Faculty of Economics and business. **The Influence Of Brand Image To Purchase Decision Making Of Daihatsu Sigras Car On Pt. Astra International Daihatsu Tbk. Cabang Pengayoman Makassar** (guided by MohHarisPasigai SE., MM and MuhNurRasyid SE., MM)

The purpose of this study is to find out how much simple to see the effect of Brand Image on decision making Daihatsu Sigras car purchase and use correlation coefficient to see how much influence Brand Image on decision making Daihatsu Sigras car purchase at PT.Astra International Daihatsu in Makassar.

The method used in this study is the method of regresi Based on the results of the analysis is known that the influence of the Brand Image on the decision to purchase a car Daihatsu Sigras classified strongly seen from the value of $r = 0.780$. In addition, based on the calculation of correlation coefficient shows the value of $rsquare = 0.608$ indicates that as much as 60.8% decision making Daihatsu Sigras car purchase is influenced by Brand Image, while the remaining 39.2% influenced by other factors not examined.

keyword: influence of brand image, calculation of correlation coefficient

ABSTRAK

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 2018 Jurusan Manajemen Fakultas Ekonomi dan Bisnis. **Pengaruh** **Citra**
Merek Terhadap Pengambilan Keputusan Pembelian Mobil Daihatsu
Sigra Pada Pt. Astra International Daihatsu Tbk. Cabang Pengayoman
Makassar (dibimbing oleh Moh Haris Pasigai SE., MM dan Muhnur Rasyid SE., MM)

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar sederhana untuk melihat pengaruh dari Image
 terhadap pengambilan keputusan pembelian mobil Daihatsu Sigra Sigra
 dan menggunakan koefisien korelasi untuk melihat seberapa besar pengaruh Brand
 Image terhadap pengambilan keputusan pembelian mobil Daihatsu Sigra Daihatsu
 pada PT. Astra International Daihatsu di Makassar.

Metode yang
 digunakan dalam penelitian ini adalah metode regresi. Berdasarkan hasil analisis data
 bahwa pengaruh dari Image
 terhadap pengambilan keputusan pembelian mobil Daihatsu Sigra Daihatsu
 Sigra tergolong kuat dilihat dari nilai $r = 0,780$. Selain itu,
 berdasarkan hasil perhitungan koefisien korelasi menunjukkan nilai $r^2 = 0,608$
 menunjukkan bahwa sebesar 60,8% pengambilan keputusan pembelian mobil
 Daihatsu Sigra dipengaruhi oleh Brand Image, sedangkan sisanya 39,2%
 dipengaruhi oleh faktor lain yang tidak diteliti.