

## ABSTRACT

*Al Kafie, Haris. 2013. thesis. influence perceptions of brand image (citra merek) on purchase decisions Eiger brand bags (case study on students of economic faculties of state university of Islamic of Malang). Management major of marketing of economic faculties of state university of Islamic of Malang.*

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Purpose of this study was to determine the variables that affect the brand image of the purchase decision process. This study has two variables, namely the independent variable (X) and the dependent variable (Y). Independent variable (X) consists of the sub-variables, namely the types of brand associations ( $X_1$ ), support the brand association ( $X_2$ ), the power of brand associations ( $X_3$ ), and uniqueness of brand associations ( $X_4$ ), while the dependent variable (Y) were the involvement consumers in the purchase decision process.

Data analysis techniques used in this study was multiple regressions to determine the effect of brand image partially or simultaneously to the buying decision process of Eiger brand bags. Population in this study was a student of economic faculty of state university Islamic Malang who buys and use the brand bags Eiger. Whereas the sample in this study was 100 respondents. Samples were taken using proportional random sampling technique and simple random sampling.

This study concludes that (1) there is a significant positive effect. The types of brand associations ( $X_1$ ), support the brand association ( $X_2$ ), the power of brand associations ( $X_3$ ), the uniqueness of brand associations ( $X_4$ ) partially on the purchase decision process of brand bags. (2) There is a significant positive effect of the types of brand association, support of brand association, brand association strength, and uniqueness of brand associations simultaneously to the buying decision process of Eiger brand bags.

Implications of this research note that Eiger brand bag has a good brand image as a quality product. Therefore the brand image must be kept and maintained in a way to create a product that promotes quality standards and good quality when the goods about to be marketed.