

ABSTRACT

The growth of the smartphone users in Indonesia increased significantly every year and it made the manufacturer launch their best product and the company must have the creativity and innovation in order for the phone to be easily remembered in the consumer's mind. Oppo is a Chinese smartphone product that is believed can change the consumer's perception of Chinese smartphone product through them. This research is created to see the effect of a brand image to the consumer's decision to buy Oppo smartphone in Telkom University. The goal from this research is to know and analyze how is the Oppo's brand image, how the consumer's buying decision to the Oppo's smartphone, and how big is the influence of the brand image to the buying decision of the Oppo's smartphone.

The variable of the brand image can be measured from the brand's association advantage, the strength of the brand and the uniqueness of the brand's association, while the variable of the buying decisions can be measured from the choice of a product, the choice of a brand, the choice of the buying distribution channel, time of purchase and the payment method.

This research is using the quantitative method with the research type of descriptive-causality. The sampling technique that is being used in this research is the Non-Probability sampling method, Purposive sampling type, with the number of respondent is 100 people, which is the student of the Telkom University that uses Oppo's smartphone. The data analysis technique that is being used is the descriptive analysis and the basic linear analysis.

The result of the research shows that the Oppo's smartphone's brand image is in the good category, the consumer's buying decisions on Oppo's smartphone is already good. Based on the hypothesis test partially (t-test), the obtained result was that the brand image significantly influence to the buying decision of the Oppo's smartphone product. This is showed from the $t_{count} 11,568 > t_{table} 1,984$ and significant result $0,000 < 0,05$. Based on the coefficient of determination, it was discovered that the brand image significantly influenced to the buying decision by 57,76% and the other 42,24% was effected by other factors that was not being studied in this research.

Keywords: Brand Image, Purchase Decision, Marketing.