ABSTRACT

"The Effect Of *Differentation Product* and *Brand Image* toward The Cunsumers *Purchase Decision* Modem Internet AHA BROADBAND On PT. Bakrie Connectivity Bandung (Study Case at Bandung Electronic Centre)

This research resembling by **Agnes Rosalia Eveline** with gidance of research **Bpk. Rizki Zulfikar, SE.,M.Si**. This research aims to determine the influence is there between Differentation Product and Brand Image toward the Consumers Purchase Decision Modem Internet AHA Broadband on PT. Bakrie Connectivity Bandung.

The method used in this research is descriptive method with verivikatif and qualitatif approach with quantitative approach. Analysis unit in this study is Differentation, Brand Image and Cunsumers Purchasing decision on the Modem AHA in PT. Bakrie Connectivity Bandung. Statistical methods used in this study is the multiple linear regression analysis method. Where calculations are performed using the statistical program SPSS 12.0 for windows.

The result obtained from the calculation coefficient of determination (KD) note that the Differentation Product dan Brand Image influence on consumers purchase decision by 62,2 % and the rest 37,8 % is influenced by other outside factors from factors of outhors results that effect the buying decision.

Keywords : Differentation Product, Brand Image and Consumer Purchase Decision