ABSTRACT

*" **Influence Of Personal Selling And Brand Image On The Purchase Decision Costumer In Car Honda Jazz At Cv. Honda Pasteur Bandung** "*

This research was conducted at CV. Honda Pasteur Bandung. The phenomenon that occurs is the number of consumer purchasing decisions on the Honda Jazz in the CV. Honda Pasteur Bandung. While the Honda Jazz purchasing decisions on a national scale has increased.

The method used in this research is descriptive method with qualitative approaches and verifikatif with quantitative approach. The unit of analysis in this study are personal selling, brand image, and consumer purchasing decisions on the Honda Jazz in the CV. Honda Pasteur. The population in this study is the average consumer who has purchased the Honda Jazz in the CV. Honda Pasteur in a year, as many as 70 people were selected as research samples. For statistical tests using SPSS 13.0 for windows.

The results obtained from the calculation of coefficient of determination (KD) note that personal selling and brand image influence consumer purchase decisions at 63.7%, 36.3% and the rest is influenced by other factors outside of the studied factors affecting author Purchasing decisions.

Keywords : Personal Selling, Brand Image, and Consumer Purchase Decisions