

ABSTRACT

The growth of universities in Indonesia is growing very rapidly. This makes every university must be able to compete in order to attract new students. This study aims to determine the effect of promotion and brand image on purchase decision at Tarumanagara University. The research design used is a descriptive research design with a quantitative approach where data is obtained from the results of distributing questionnaires. The population of this study were all Tarumanagara University students. Sample selected using convenience sampling method with a total sample of 116 respondents. The data processing method uses SmartPLS 3.0. The results showed that brand image has a positive and significant effect on purchase decision at Tarumanagara University. The brand image variable had the greatest influence on the purchase decision variable, which is 0.526. The t-statistic value obtained is 4.350 (>1.65) and the p-value is 0.000 (<0.05), which is significant. As for the promotion variable, the resulting t-statistic value is 1.669 (>1.65) and p-values of 0.048 (<0.05) which means the same as the brand image variable, which is significant. Therefore, promotion had a positive and significant effect on purchase decision.

Keywords: *Promotion, Brand Image, Purchase Decision, Universitas Tarumanagara*