

ABSTRACT

This research is caused by airlines competition which is increasingly in Indonesia marked with the number of airlines which is showing up. The number of Sriwijaya Air's passengers has decreases from 2010 to 2011. Moreover, Sriwijaya Air has a competitors such as Lion Air and Batavia Air.

The aim of this research is to find out the affect of Brand Image and Service Quality towards the Buying Interest which affect the buying decision. The data in this research is collected with tools in the form of questionnaire to 100 respondents in order to know the response of the respondent with respect to each variable. The analysis used including validity and reliability trial, classic assumption trial (multicollinearity, normality, heteroskedastisitas, path analysis, goodness of fit trial (t trial, F trial, the coefficient of determination).

The results of this research shows that Dependent Variable which is Brand image and Serve Quality have a positive impact toward Mediation Variable (intervening) which is Buying Interest and have a positive impact on Independent Variable which is Buying Decision with percentage 76,6% while 23,4% influenced by the other variable.

Keywords : Brand Image, Service Quality, Buying Interest, Buying Decision.