

## ABSTRACT

Attitude toward the brand is a constant tendency to behave, which has implications for purchasing decisions, so companies must make a new marketing strategy to become a TOP Brand and increase market share. The purpose of this study was to analyze the effect of point of reference, exclusivity of the brand community, self-actualization needs, and attitudes toward the brand image of the brand, attitude toward the brand against the decision of purchasing a BlackBerry.

Data were collected through a questioner to 150 respondents who buy and use the BlackBerry in Indonesia, using a purposive sampling technique (sampling techniques that meet the specified criteria) and snowball sampling, which the researchers asked respondents about the characteristic of other people with the appropriate respondent with the aim of this study. Analysis tool interface is Structural Equation Modelling (SEM) in Amos program 16.0

In this study obtained five hypotheses that have been tested. The result show that the model data analysis and research result are acceptable, except for H3. The result of this study prove that the point of reference, the exclusivity of brand communities and brand image influence on attitudes toward the brand. Attitude toward the brand influence on attitudes influence purchasing decisions. While self-actualization needs no effect on attitudes toward the brand.

***Key words:***

*Purchasing decisions, attitudes toward the brand, point of reference, exclusivity of the brand community, self-actualization needs, brand image.*