

**THE EFFECT OF CONSUMER ATTITUDES TO PURCHASE  
DECISIONS MEDIATED BY BRAND IMAGE  
(Case Study of Oppo Smartphone User in Jombang College)**

**ABSTRACT**

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*This study aims to determine and analyze the effect of consumer attitudes on purchasing decisions mediated by brand image on oppo smartphone user students at Jombang Higher Education. The population in this study were students who used oppo smartphones at the Jombang College. The sample in this writing amounted to 97 people. The data analysis method in this research uses SEM (Structural Equation Modeling) analysis. The results of this study indicate that consumer attitudes and purchasing decisions have a positive and significant effect on brand image, consumer attitudes have a positive effect in mediating brand image on purchasing decisions.*

***Keywords: Consumer Attitude, Brand Image, Purchasing Decisions***