

**INFLUENCE ALWAYS OF BRAND IMAGE ON STUDENT
DECISION MAKING AT SMK DWIJA BHAKTI 2 JOMBANG
WITH WORD OF MOUTH AS MODERATING VARIABLE
(Studi Kasus Pada Siswa Angkatan 2019)**

ABSTRAK

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This research used kind of exploratory research whit quantitative method. This research took place in SMK Dwija Bhakti 2 Jombang. Aim of this research is to identify that brand image has significant impact on decision making whith word of mouth as moderating variable. The research population is SMK Dwija Bhakti 2 Jomabang first grade students in amount of 218 students. The samples of this research are 96 respondents. This research used 2 kind of datas, primer data and secondary data. Primer data was taken by interviewing and giving questionnaire, and secondary data was taken by quoting some book, journals and website whith relevan informations. The qhuestionnsire was taken by using likert scale technique, after that the data was processed in SPSS 23. The analysis technique in this research using RMA (regression moderating analysis), the result of this research was showed that” brand image had significant impact on decision making whit word of mouth as moderating variable”

Kata Kunci: Decision Making, *Brand Image*, *Word of Mouth Positif*, SMK Dwija Bhakti 2 Jombang