

***DESKRIPTIF STUDY of RESPONDENTS' RESPONSES ABOUT  
BRAND IMAGE of MI BRAND MOBILE PRODUCTS  
(Case Studies on Students Majoring in Business Administration )***

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**ABSTRACT**

*This study aims to determine the descriptive study of respondents' responses to the brand image of MI brand mobile phones, the highest responses and the lowest responses that affect the MI brand mobile phone product brand image in students of the Bengkalis State Polytechnic Department of Commerce Administration. This type of research is an observational research by distributing online questionnaires to 100 respondents. This research uses nonprobability sampling method with snowball sampling technique. The results of this study indicate that the overall summary of the descriptive study of respondents' responses to the brand image of MI brand mobile phone products has a total mean of 4.17 with a high description, then the highest response, which is found in popular indicators, gets the Specifications number with a total mean of 4.155 and gets the first rank. with very high information and the lowest response, namely the User Image indicator with a Specification number with a total mean of 3,995 and getting the sixth rank with high information.*

*Keywords : Brand Image, MI Brand HP Products, Descriptive Studies*