

ABSTRACT

In this era, the level of public awareness for the work out is very high. Public awareness can also be seen from the motivation to want to have a body shape that is attractive and expensive at the current cost of the hospital. This encourages companies to increase sports attribute provider of production. The aim of this research to know the influence of the Nike Brand Image against consumer buying interest in Bandung. The research on the go to the citizens of the city of Bandung and using 100 sample respondents from the population to be tested by using simple linear regression test, this test in penuliss using the variable X i.e. the Nike Brand Image and the variable Y that is of interest to buy. From this research obtained results that affect the Interests of Nike Brand Image Buy significantly with percentage of 58.1% and the rest of 41.9% is affected by other factors.

Keywords: Brand Image, the sport, the interest to buy