

ABSTRACT

This study has a background wherein the companies compete to innovate as a way to keep their customers, including manufacturers of sports shoes. Along with the trends, sport shoes are not only used for doing activities such as exercise, but also used in daily activities. This phenomenon can be seen in the students..

This study aims to determine brand awareness affects buying decision of Adidas shoes on Telkom University School of Communication and Business students. This study used descriptive quantitative research method. The population in this study is Telkom University School of Communication and Business students and samples taken are 100 respondents using non-probability sampling technique. The data analysis technique used is Descriptive Analysis, Simple Regression, T-test, and The Coefficient of Determination.

This study uses many theories relating to the subject matter. The theory used as communication, marketing, consumer behavior, brand awareness, brand equity, and buying decision. The theory is used to make operational variables or to make inquiries, theory is brand awareness and buying decision.

The results showed that the respondents gave positive responses where brand awareness has a significant effect on buying decision of Adidas shoes with the total effect of brand awareness variable (X) to the buying decision variable (Y) is equal to 45.9%, while the remaining 54.1% is a variable that is not researched.

Keywords: *Brand Awareness, Buying Decision*