

ABSTRACT

We know that every product created by a company must have a name or often known as brand. Every consumer is certainly in buying products they need they have to know the name of the products they buy. One reason for consumers to choose the products they want are products that already have a good brand in the eyes of consumers and we often see companies that there is incentive to do activities that can raise the brand image of their products so that consumers decide to buy the product. To the authors conducted a study titled "brand image influence on purchasing decisions adidas shoes (Case Study Student Telkom University in 2016).

This study aimed to see whether there is influence between the Keputusan Purchase Brand Image Brand Shoes Adidas. The method used is quantitative descriptive research approach. The population used was Student Telkom University in 2016. Studies bernauli research is to establish 100 respondents. In analyzing the data the author uses the Simple Linear Analysis for mengetahui how much influence purchase decisions Brand Image Of Brand Shoes Adidas.

Based on the survey results revealed an overall brand image in the Good category with a percentage of 78.45% while for Purchase Decision by 73.61%. The author can conclude that the Influence of Brand Image significantly influences Buying Decision Against much as 59.7% and the remaining 40.3% is influenced by other factors.

Keywords: Shoes Adidas Brand Image, Purchase Decision