

ABSTRACT

Market competition at this point requires businesses to compete in the market and sell their products. Companies should use the right strategy and efficient to maintain its products to continue to be consumed by consumers continuously. Therefore, the important things need to be done and considered by entrepreneurs how to create new customers and retain old customers. It is meant to be a differentiator and an identity of a product and a company from its competitors. Of course, various ways sale done by businesses to create brand awareness .It has the goal of making product purchasing decisions easier when consumers remember the brand of the company's products.

The purpose of this study to determine how much influence brand awareness, how much influence purchasing decisions, and how much influence brand awareness against this pembelian. Penelitian decision is quantitative descriptive, data were collected through questionnaires to 100 respondents were obtained using Bernouli approach.

The results obtained are Brand Awareness fit in either category with a percentage of 69.71% and purchasing decisions fit in either category with a percentage of 71.10%. Brand Awareness conducted by Wildwings positive and significant impact on purchasing decisions by 13.3% and the rest influenced by other factors. In this study, also obtained by linear regression equation is $Y = 26.283 + 0.605X$. Which means that if brand awareness increased by 1, then the buying decision for 26.888

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