

ABSTRACT

Along with the development of business growth in the city of Bandung, as well as young people who save a high creativity and talent in the business. So that the large number of businesses-businesses run by people such as distribution, clothing, and food growing. Even today the city of Bandung gradually became a city culinary tour. Lately the culinary business into one investment option which is quite interesting.

The purpose of this research was to know how big the influence Brand Awareness towards purchasing decision jigoku ramen. This study addressed to 100 respondents with a population of Indonesia society. The sampling technique used was purposive sampling. Method in data collection by using kuisoner abd analysis using a simple linear.

The results of this research is that Brand Awareness jigoku ramen has a very significant influence with the regression equation $Y = 209X + 1.729$. test results indicate 0.730 number R square in this case described the influence of Brand Awareness against the decisions of the purchahase amaounted to 73% and the remaining 27% that in some other factors influence not through.

Keywords : *Brand Awareness, Purchase Decision*