

## **ABSTRACT**

*Competition sports equipment industry is currently experiencing an increase due to the growing public awareness of the importance of healthy living. This fact becomes an opportunity for the sports equipment manufacturer to compete in building a good brand image to attract customers. One company that has a good brand image is Adidas. The purpose of this study was to determine how much influence the purchasing decision brand image either simultaneously or partially.*

*This study uses quantitative methods with descriptive research-causality. Sampling was done by non-probability sampling method with incidental sampling by the number of respondents was 100 respondents. Data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*Based on the results of hypothesis testing to simultaneously show the brand image significantly influence the purchasing decisions of Adidas products at the Paris Van Java Bandung. While based on the partial results of hypothesis testing mmenyatakan that the excellence and uniqueness of the brand significantly influence the purchasing decisions of Adidas products. Results of determination coefficient brand image influence on purchase decisions Adidas products amounted to 64.3% and the rest influenced by other factors not examined in this study.*

*The conclusion of this study, brand image Adidas in Paris van Java has entered into either category, but there are some items that need to be fixed such as to provide more innovation in products.*

**Keywords:** *brand image, purchasing decisions, brand.*