

## ABSTRACT

*In modern times, developments in the world of fashion is growing by leaps and bounds. One in the fashion world that is growing is the trend of shoes, and shoes are the trend is Nike shoes. Nike shoes are shoes that are commonly used for the exercise. But along with the times, Nike shoes are usually used for sports activities converted into shoes that are commonly used in daily activities because of your fashion needs. Sales of Nike shoes is increasing every year, as a result many companies that want to take advantage by producing or selling shoes that quality is not in accordance with company standards. This study aimed to analyze the effect of Brand Image terhadap Buying Decision Process Nike Shoes At Faculty of Communication and Business Telkom University Bandung.*

*Which is used to determine how the brand image in this study are the criteria of brand image with the four dimensions of brand association, favorability, strength, uniqueness and to find out how the purchase decision process in this study using five dimensions namely pengenalan needs, information search, evaluation of alternatives, the decision purchase and post-purchase behavior.*

*This research includes quantitative research. The method used is descriptive - causal. The population in this study were students of the Faculty of Communication and Business Telkom University who uses Nike shoes. The sampling technique used is nonprobability sampling with the sampling method incidental sampling. And the determination of the number of samples using the technique of proportionate stratified random sampling. The data collection is done by distributing questionnaires to 100 students of the Faculty of Communication and Business Telkom University Bandung. Data analysis technique used is simple linear regression analysis.*

*Based on the results, it can be concluded that Brand Image positively influence the purchase decision process Nikes on students of the Faculty of Communication and Business Telkom University Bandung. It can be seen from the results of the  $t > t$  table ( $12.533 > 1.98447$ ) and the level of significance,  $000 < 0.05$ . Based on the calculation coefficient of determination ( $R^2$ ) can be seen the influence of brand image variable (X) on the purchase decision process (Y) is equal to 61, 8%. While the remaining 38.2% is influenced by other factors not examined in this study as a marketing strategy, pricing, product quality, store atmosphere and others.*

**Keywords:** *Brand Image, Buying Decision Process, Consumer Behavior*