

## **ABSTRACT**

*The level of competition in the field of business, especially in the fashion world in Bandung continues to meningkat day, with the background needs in dress and fashion trends that continue to grow. Distro is one of the clothing business that is in great demand today. Distro is required to continue to always be creative and creative so as to develop in a positive way for the purpose of the company is achieved as applied by the Badger Invaders Distro in Bandung . One of the strategies applied is to create a positive brand image for consumers Badger Distro to keep prioritizing Quality and comfort of the product being marketed. This research is conducted to find out how consumer response about the application of Brand Image on Badger Distro and to know how big influence Brand Image to Purchase Decision at Badger Distro. This type of research is descriptive causal with quantitative properties. Sampling method is nonprobability sampling with purposive sampling technique that is by distributing questionnaires to respondents who know Badger Distro directly with the number of 100 respondents. Data analysis method in this research use simple linear regression test, and also using likert scale as measurement scale. Based on the results of research, the percentage for Brand Image of 73.10% is included in the criteria good. Variable Purchasing Decision is 77.6% and is included in both criteria. Brand Image significant effect on Purchasing Badger Distro Decision of 20.9% and the remaining 79.1% is not described in this study.*

**Keywords:** *Brand Image and Purchase Decision*