# ABSTRACT

*This study aimed to examine and to know the effect of brand awareness of Nike shoes on purchase decision, on citizen of Bandung. Variable X (brand awareness) on this study using indicators, recall, recognition, purchase, and consumption. While variable Y (purchase decision) using indicators, brand choice, supplier choice, order quantity, time of purchase, and payment methods.*

*This research using quantitative methods with descriptive approach. The collection of data by distributing questionnaires to citizen of Bandung, total respondents was 100 people. Techniques using simple linear regression analysis and hypothesis using t test. And data processing using Microsoft Excel 2013 and SPSS 20 for windows.*

*Based on data analysis results found that the brand awareness significant effect on purchase decision. This is proofed by the t count > t table (14.158 > 1.984467) with a significance level 0.000 ≤ 0.05. Based on coefficient of determination was explain 67.2% and the remaining 32.8% was influenced by other factors not examined in this research.*

***Keywords:*** *brand awareness, purchase decision, simple linier regression*