

## **ABSTRACT**

*This study aims to determine the effect of brand image on purchasing decisions on vans. The problem studied in this study is to find out how many consumers know Brand Image on vans.*

*This research is quantitative research. The method used is descriptive method. The object used in this study is a student of Business Administration S1 Program, Telkom University, Bandung. Data collection was obtained through distributing questionnaires to 83 respondents. Sampling in this study using simple random sampling is the technique of determining the sample by taking it randomly without regard to the strata (levels) in the member of the population. Data analysis in this study uses descriptive analysis and simple linear regression.*

*From the results of the study, it was found that brand image had a significant effect on purchasing decisions on vans. This can be obtained by the value of  $t$  arithmetic (7.989) >  $t$  table (1.990), it means that the Brand Image has a significant effect on Vans Shoes Purchasing Decisions on students of Business Administration S1 Program, Telkom University Bandung.*

**Keywords: Brand Image, Purchase Decision, Vans, Telkom University**