

## **ABSTRACT**

*The development of the times at this time requires a company to innovate in each of its products. Fashion trends in Indonesia are influenced by European and Asian culture, especially Korean fashion that has happened lately. Another factor that makes the fashion industry growing rapidly is because businesspeople in the fashion sector are aware of the opportunities for the benefits that can be obtained through fashion retail and have been proven through the large contribution to state divisit. This study aims to analyze the Effect of Brand Image on the Purchase Decision of Levi's jeans in the city of Bandung. Research using quantitative methods with the type of descriptive research using a Likert measurement scale. The population in this study were buyers of Levi's jeans in the city of Bandung. The sampling technique used is nonprobability sampling. Data collection was carried out by distributing questionnaires to 100 respondents. The analysis technique used is simple linear regression analysis. The results of the study showed that brand image had a positive and significant effect on purchasing decisions. This is evidenced by testing the hypothesis with the t test shows that the brand image of the purchase decision has an influence where t arithmetic (7.001) is greater than t table (1,660). That is, there is a significant influence of brand image on Levi's jeans purchase decision in the city of Bandung. Whereas the coefficient of determination of the Brand Image (X) variable determines the Purchase Decision variable (Y) of 33.3%, while the remaining 66.7% is influenced by other variables not examined in this study. Based on the research results, there are several things that should be improved and improved by Levi's regarding brand image variables, namely by increasing the number of outlets in the city of Bandung, then making more fashionable product articles and adding product articles for consumer choice.*