

## ABSTRACT

*The ASEAN Free Trade Area (AFTA) free market, which has been in effect since 2015, has made Indonesia must prepare for it, making Indonesia must prepare the quality of its people. The quality of society depends on education, both formal and non-formal education. At present, the number of people continuing their education to higher education is only 8.76%. At present, the ratio of collage students dropping out of college is 2.539%, and the ratio of collage students to lecturers is 1:28. On a pandemic like when many collage students complained about online lectures. For this reason, non-formal education is one of the supporters of formal education, so that it can improve the quality of education. One of the non-formal education available for collage students is tutoring, one of them is the Expert Course. However, the Expert Course has always experienced a decline in sales in the last 3 years, the factor that is indicated to be influential is Brand Awareness.*

*This research was conducted to find out how much influence Brand Awareness on purchasing decisions. This type of research is quantitative, the method of sampling using non-probability sampling, with a purposive sampling technique, by distributing questionnaires to 96 respondents to collage students who have followed the learning guide in the Expert Course. Data analysis method in this study uses simple linear regression.*

*Based on the results of the study, the percentage results on the Brand Awareness variable is 66.4% which is in the good category. While for the purchase decision variable is 65.36% which is in the good category. Brand Awareness influences purchasing decisions as much as 24.6%, while the remaining 75.4% are other factors that influence purchasing decisions but are not examined in this study.*

*Keywords: Brand Awareness, purchasing decisions*