

## **ABSTRACT**

*Clothing is one of the primary needs that gets a lot of attention in the community. Consumers are currently given a variety of product choices to decide which will be purchased according to the interests and needs of the community. On the other hand, fashion companies are competing in attracting consumers with their respective strategies. Some factors that influence consumer interest are the brand and the price set. Companies that have a good brand image and price will increase consumer purchases in a company.*

*This study aims to determine the effect of Brand Image and price on purchasing decisions at Wormhole Store Bandung. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is multiple linear regression analysis. The sample in this study amounted to 100 people with a population of all individuals who have used Wormhole products and made purchases both offline and online. Based on the results of the study, it can be concluded that the response of respondents to the Brand Image variable has a percentage of 73.7% with a good category, the price variable has a percentage of 74.2% with a good category and the purchase decision variable has a percentage of 74.1% with a good category. The conclusion of this study is the Brand Image and price influence the purchase decision at the Wormhole Store with a percentage of 66.1% and the remaining 33.9% is influenced by other variables not examined in this study. These results can be interpreted by the better Brand Image and the price owned by Wormhole, the better the purchase of consumers at the Wormhole Store*

**Keywords :** *Brand Image, Price, and Purchase of Consumers*