ABSTRACT

The trading business in the fashion sector is one that has a very competitive marketing environment, not only in the international world but in Indonesia too, the development of the fashion industry is growing rapidly. This is supported by various aspects, both local designers who are increasingly potential, the level of economy is improving, to fast growing retail sector. The development of the world fashion is important for various groups, both young and old. Recently, a promising business in Indonesia is the world fashion. One of the factors that can affect the success of sales in business is Brand Image. This study aims to determine the effect of brand image on the purchasing decision process of Screamous products in the city of Bandung. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is simple linear regression analysis. The sample in this study amounted to 100 respondents with a population of all individuals who know Screamous products, have purchased Screamous products and live in Bandung. Based on the research results, it can be concluded that the respondent's response to thevariable Brand Image has a percentage of 80% with a good category and the Purchasing Decision Process variable has a percentage of 78% with a good category. The conclusion of this study is that Brand Image has an effect on the Screamous Product Purchase Decision Process with a percentage of 48.4% and the remaining 51.6% is influenced by other variables not examined in this study. These results can be interpreted that the better the Brand Image that Screamous has, the better the Purchasing Decision Process for Screamous products.

Keywords: *Brand Image, Purchase Decision Process, Regression Analysis*