

ABSTRACT

Bandung is a city that is famous for the fashion industry in Indonesia. The rapid development of the fashion business in the city of Bandung has made this city always a tourist attraction for fashion lovers from local and international tourists. Of the many products that are sought after by tourists, one of the products that people enjoy doing in the city of Bandung is jeans products, both imported and local jeans products are sold very much. Of the many jeans products, one local product called Mischief Denim is a favorite product for jeans lovers, because it is one of the local products that pioneered raw / dry jeans themed jeans in Bandung, even in Indonesia. This study aims to determine how much influence, Brand Awareness on consumer purchase interest in Mischief Denim, which is carried out using quantitative methods. This study used a sample of 100 respondents. The data collection technique in this study was carried out by distributing questionnaires online using google form. Based on the results of descriptive analysis, it is concluded that Mischief Denim consumers have Brand Awareness and Purchase Intention are still in the regular category with a value of 65.5%. Meanwhile, the coefficient of determination shows that the influence of the independent variable, namely Brand Awareness to the dependent variable, namely Purchase Intention, is 77.2% while the remaining 22.8% is influenced by other factors not examined in this study.