

ABSTRACT

The competition in the shoe industry in Indonesia is currently very high, starting from local and foreign brands. Thus, it encourages competition to become increasingly fierce. Likewise with the Vans shoe brand whose name is familiar to most people, especially teenagers and adults. By continuing to maintain and keep attracting consumers, many factors can influence one of the factors, namely brand image, social media advertising and product quality. This study aims to determine the significant influence of brand image, social media advertising, product quality on consumer buying interest in Vans in Bogor city

The method used in this research is quantitative with descriptive and causal research. The sampling technique used is a non-probability sampling technique with a purposive sampling technique with a total sample of 150 consumers.

Based on the results of the study, it was concluded that the brand image of Vans in Bogor City was included in the very good category and social media advertising, product quality and purchase intention of Vans in Bogor City were included in the good category. In addition, the results show that brand image has a significant positive effect on purchase intention, social media advertising has a significant positive effect on purchase intention and product quality has a significant positive effect on purchase intention.

Keywords: Brand Image, Social Media Advertising, Quality Product, Purchase Intention.