

ABSTRACT

Erigo Apparel is a fashion brand that is growing in Indonesia that prioritizes products with high quality and design to support all the daily needs of its users. Erigo also has a target market of young people or millennials ranging from the age of 17 – 35. Brand image and media communication greatly affect Erigo Apparel for this research.

The purpose of this study is to determine the magnitude of the influence of Erigo Apparel in building brand image, to determine the magnitude of the influence of Erigo Apparel in controlling Media Communication, to determine the magnitude of the influence of Process Purchase Decision on Erigo Apparel consumers and to determine the magnitude of the influence of brand image and media communication on Process Purchase Decision on consumer Erigo Apparel research using qualitative data using multiple linear analysis of brand image and media communication variables on the Purchase Decision Process. Data analysis using SPSS 25 software. The sample used is non-probability sampling with the number of respondents being 100 customers who have bought Erigo Apparel products, the population of this study was taken from Erigo Apparel Instagram followers who have bought products from Erigo Apparel.

Based on the results of the research that all independent variables in brand image and media communication research, all are included in the good category according to respondents with a percentage of 75% and 76%, Process Purchase Decision on Erigo Apparel consumers is good with a percentage value of 83%. The results of the DW table with a significance of 0.05 and the amount of data (n) = 96, and the number of independent variables (k) = 2, the DL value is 1.625 and DU is 1.710. Because $DU < DW < 4-DU$ ($1,710 < 1,964 < 2,290$), it can be concluded that there is no autocorrelation problem in the regression model.

Keywords: Brand Image, Media Communication and Process Purchase Decision.