

ABSTRACT

The development of the fashion industry has very stiff competition over time. Where every business person is required to have competitiveness against competitors in the same field in order to be able to master a wide market share so that the goals of business people can be achieved. At this time there are many local products with a strong brand image in the fashion industry, especially shoe products in Indonesia. Compass shoes are local products from the city of Bandung that are engaged in the production of shoes or sneakers. In the increasingly fierce competition in the fashion industry, Compass Shoes must still increase the best innovation to every customer.

This type of research is quantitative research, the analysis technique and data that we do is a simple Linear Regression, with 100 respondents on a sample of students who know, buy, and use the Compass shoe brand in the city of Bandung.

Based on the questionnaire that has been distributed, researchers get results from respondents on the Brand Image of Compass shoe products in the city of Bandung has a value of 83.73% or is included in the good category, while for respondents' responses The Compass Shoe Purchase Decision has a value of 85.53% or is included in the excellent category. The results of this study had a significant influence on the Brand Image variable on the Compass Shoe Purchase Decision with a table t value of 5,167 and a significance of 0.000 or <0.05. The Brand Image variable is able to explain the rise or fall of the Purchase Decision of compass shoe products by 19.7%. While the remaining 80.3% is explained by other variables outside the regression model of this study.

Keywords: *Brand image, Purchasing Decisions.*