

ABSTRACT

The clothing industry, particularly in the shoe sector, has become a fashion trend that is widely popular among young people. Currently, there are many local products with a strong brand image in shoe production in Indonesia. One of the local shoe brands is Sepatu Compass, which originates from the city of Bandung. Sepatu Compass has caused consumers to switch to purchasing their products through resellers due to high demand and low quantity offered. This has prompted Sepatu Compass to improve its innovation and marketing strategies for consumers, keeping up with the fast-growing technology and times. This study aims to determine and analyze the influence of brand image on purchasing decisions of Sepatu Compass products among college students in the city of Bandung.

This research method uses a quantitative method with data collected through questionnaires. The sampling technique used is non-probability sampling with purposive sampling. The questionnaire was distributed to 200 respondents among students in Bandung. The data analysis technique used is simple linear regression analysis.

The results of this study indicate that the brand image variable has a significant effect on the purchasing decision variable with a t -value $>$ t -table, which is $22.809 > 1,972$. The coefficient of determination shows a value of 72.4%, which means that 72.4% of the variation in the purchasing decision variable can be explained by the brand image variable, while the remaining 27.6% is influenced by other factors.

Keywords: *Brand image, purchasing decision, Sepatu Compass*