

ABSTRACT

The advent of e-commerce as a result of technological development and digital transformation has changed consumer behavior, with more and more people turning to online platforms for shopping. Shopee, as one of the e-commerce leaders in Southeast Asia, offers a variety of innovative products, including K-Pop merchandise. The Korean Wave phenomenon, which includes K-Drama and K-Pop, has become very popular in Indonesia. In this study, brand image and brand awareness play an important role in influencing purchase intention of K-Pop merchandise.

This study aims to analyze the effect of brand image and brand awareness on shopee consumers' purchase intention in Bandung. Quantitative research methods with a causal descriptive approach were used, with data collection through questionnaires distributed to 100 respondents who had purchased Shopee K-Pop merchandise in Bandung. The sampling technique used was non-probability and purposive sampling.

Data analysis was carried out using verification techniques, and the results showed that brand image and brand awareness have a positive influence on consumer buying interest, both partially and simultaneously. This means that the better the brand image and brand awareness, the higher the consumer buying interest.

To increase marketing effectiveness, Shopee is advised to continue investing in campaigns that strengthen brand image and awareness among K-Pop fans, as well as utilizing K-Pop trends for more attractive promotions. In addition, digital marketing strategies should involve influencers and K-Pop fan communities, and use data analytics to tailor strategies to consumer behavior.

Future research is recommended to involve a wider geographic area, more respondents, and consider additional variables such as price, promotion, and user experience.

Keywords: *Brand Image, Brand Awareness, Purchase Intention, Merchandise, E-commerce, Shopee*