

ABSTRACT

This study was conducted to determine the influence of brand image and brand awareness on purchasing decisions for local Kanky shoes in Bandung. This research employed a quantitative approach with a descriptive approach, distributing questionnaires to the Bandung community. The method used in this study was purposive sampling.

This study aims to analyze the influence of brand awareness and brand image on purchasing decisions for local shoe brand Kanky in Bandung, both simultaneously and partially. This study aims to determine the extent to which these two variables influence consumer behavior in selecting and purchasing the product.

The problem that emerged in this study was the lack of in-depth studies specifically examining how brand image and brand awareness influence purchasing decisions for Kanky shoes, a growing local shoe brand targeting a specific market segment, such as Kanky.

Data collection was conducted through questionnaires distributed to 400 respondents who were consumers or followers of Kanky's official Instagram account. The data were analyzed using multiple linear regression analysis, which aims to predict and understand variations in the dependent variable influenced by variations in one or more independent variables.

The research results showed an r-square value of 0.829, or 82.9%. This indicates that the independent variables Brand Image and Brand Awareness contribute 82.9% to the purchasing decision variable. This indicates that both Brand Image and Brand Awareness have a positive and significant influence on purchasing decisions, both partially and simultaneously. These results indicate that the brand Image has a greater influence than brand awareness. This finding provides important input for Kanky to continue strengthening a positive brand image in the eyes of consumers, including by maintaining product quality, strengthening brand identity, and increasing promotional activities on social media.

Keywords : *Brand Image, Brand Awareness, Purchase Decision, Kanky Shoes, Bandung Consumers*