**ABSTRACT**

**Flava is a bussiness in clothing sector, which is located in Bandung. Based on research, we found an issue that Flava had lacked of brand awareness among society because Flava didn't take a concern in marketing strategy for their branding. This problem happened because the lacked of customer trust to Flava, so it cause an image of the company didn't evolve and Flava couldn't maximize their marketing strategy so it had been an impact for their brand image.**

**The aims for this research is to know the impact of brand image towards consumen purchase decision and know the barriers  to face and also the effort to increase Flava brand image in Bandung city. This research used descriptive survey method. Data collection techniques used weren participants, structure interview, and questionnaire to 30 person. For the data analysis used the validation test, test reliability, simple linear regression, and the coefficient of determination.**

**Based on the data obtained, the result of this research is the simple linear regression there is a positive impact on brand image towards purchasing decision worth 78% or can be said, the variance that occur on the purchasing decision variables (Y) 78,5% DETERMINED BY VARIANCE THAT OCCUR AT VARIABLE BRAND IMAGE (X). For the rest, 21,5% is determined by other factors outside the research variables, such as promotion of consumer to consumer, be part of an bazar.**

**Suggestions that author ponted out are to make sales networking as quick as possible to achieve the obbjectives of the company, recruite someone with design ability, and use the operational and promotion cost as efficient as possible.**

**Key word : brand image and purchasing decision**