

ABSTRACT

This study aims to determine the effect of Brand Image and Social Media on Purchasing Decision at Bandung's Iwearzule Distro. Iwearzule Distro Bandung is a distro that sells a variety of clothing product. The research method used is descriptive verification. The object of the research was the customers of Iwearzule Bandung Distro with a total sample of 93 respondent. Analysis of the data used is using multiple correlation analysis, and the coefficient of determination.

Based on the result of the analysis of the influence of brand image and social media on the process of purchasing decision is 68,06%. While partially social media si more influential than the brand image, because based on the calculation of brand image has an influence of 9,2% while social media has an influence of 58,9%

Key Word : Brand Image, Social Media, and Purchasing Decision