

## **ABSTRACT**

*Korean Wave phenomenon that struck in the life of the community much affect especially young people. Whether realized or not has covered all aspects that one of them is related to the typical food of korea that trigger the emergence of various Korean restaurants in Indonesia. Therefore, by forming a strong brand is able to provide certain associations in the minds of consumers. This research was conducted to determine the effect of Brand Awareness and Brand Association on Purchasing Decision in Mujigae Cihampelas Walk Bandung. Independent variable in this research is Brand Awareness and Brand Association, and dependent variable in this research is Purchase Decision.*

*This research uses quantitative method with descriptive research type. The population in this study is not known exactly, so that the sampling is done by non-probabilty sampling method of incidental sampling type, with the number of respondents as much as 100 respondents. Data analysis technique used is multiple linear regression analysis.*

*Brand Association and Purchase Decision in Mujigae Cihampelas Walk Bandung entered in good category, while Brand awareness less good. The results also show partially Brand Awareness and Brand Association significant effect on Purchase Decision. Also simultaneously Brand Awareness and Brand Association significant effect on Purchase Decision with the magnitude of influence 47.2%.*

*Keywords: Brand Awareness, Brand Association, purchasing decision*