

ABSTRACT

The fashion industry continues to experience developments such as the data demonstrated by the central Statistic Agency (BPS) in 2016 creative economic sectors accounted for 18.15% of the national economic total for the fashion sector. Even now Gencar-gencarnya movement using local products that make us can easily find a variety of local products made by local brands of Indonesia. Various fashion brands in stores in the mall with high quality products and of course has been famous even to foreign countries, such as fashion with foreign terms, call The Executive is a local brand that uses and utilize from foreign terms as a brand that can be competitive with foreign brands. Fashion brand that has been famous to the international has a brand position (brand positioning) and informs the brand knowledge of its products among the community with the aim to build a consumer interest in the product The.

The purpose of this research is to determine the effect of brand positioning on purchase intention with brand knowledge as a intervening variable in The Executive Bandung. This research is a quantitative study with the analysis of descriptive and causal data, the respondent studied in the study is a community in the city of Bandung who visited The store-store The Executive in the Mall-Mall of Bandung and The amount is not known for certain, then in some universities in the city of Bandung, and done in a face to face restaurant, with a number of respondents 100 people. The data collected from the 17 item questionnaire statements are then used using the SmartPLS application and using the SEM (Structural Equation Modeling) data analysis method.

The result of this research shows that brand positioning is at the position of 79.15% number with good category, brand knowledge is at the position of 77.55% with good category, purchase intention are in the position of 78.76% with good category. Brand positioning has significant effect on brand knowledge of 6.473, brand knowledge of purchase intention significant effect on purchase intention of 6.908, brand positioning on purchase intention not A significant effect of 1.602, and brand positioning has positive and significant effect on purchase intention through brand knowledge as a intervening variable of 1.649.

Keywords: *Brand Positioning, Brand Knowledge, Purchase Intention*