Abstract

      This research based on *Victoria's Secret* into top brand in PVJ Bandung, but after the writer make interview with visitors, there is a problem that some of visitors don't know what is *Victoria's Secret*.

      Methods that writer use are *descriptive* and *causal* method. Sampling was conducted using *non-probability sampling method*, category for *proportionate stratified random sampling*. Afterwards, *descriptive analysis* and *linear regression* was used as the basis to do the data analysis.

      Based on the results of data processing by using multiple linear regression, simultaneously, brand awareness level affect positive and significant on purchasing decision and has a determination coefficient of 51,2%. Partially, there are three (3) free variable which significantly affect the purchasing decision, that are *unaware brand*, *brand recognition,* and *brand recall*. Whereas *top of mind* variable is not significant enough. while the remaining 46.9 % influenced by factors not examined in this study . This improvement should be attributed to the vision and strategy of the company as well as tailored to the capabilities of the company, so the company is able to determine the priority of improvement .

Key words: *Brand Awareness Level*, *Purchasing Decision*