

## **ABSTRACT**

*Zalora is one online fashion in Indonesia which sell fashion with well-known brands. Zalora own brand a positive image among consumers, proved Zalora first position TOP BRAND in top brand award in 2015 and did 3,000 transactions per day so that by leveraging the brand image positive in 2012 Zalora have private label products are products with labels Zalora. Researchers conducted a survey of 15 respondents on private label products Zalora and there are weaknesses Zalora private label product itself is still no doubt consumers about the quality of the product. If doubts about private label products Zalora it will lower the consumer purchase interest. If the buying interest declined, the company will suffer losses.*

*This study aims to determine the effect of brand image (X) Zalora against buying interest (Y) private label products Zalora Indonesia. Respondents were examined in this study is the site visitor Zalora in Indonesia with a total sample of 400 respondents. This research is descriptive causal data analysis techniques in this study using simple linear regression analysis.*

*Respondents were obtained mostly women aged 20-25 years. The results of this study indicate that brand image has a percentage of 76.24%, while the interest in buying private label products Zalora is at 66.86%. Brand image Zalora significant effect on interest in buying private label products Zalora of 55.3%. While the remaining 44.7% can be affected by other factors, such as experience, social status, gender, or age which is not observed in this study*

***Keywords: brand image, buying interest, private label, Zalora.com***