

ABSTRACT

The world of fashion has developed with the existence of several well-known brands, ranging from sneakers, clothes, pants, and so on. According to the American Marketing Association, a brand is a symbol, special design, design or a combination of these that is intended to define the goods of one seller or group of sellers and differentiate them from those of competitors. One of the brands that is engaged in sneakers is Compass, compass itself is a local brand that is engaged in fashion, more specifically sneakers, which was founded in 1998 in the city of Bandung. Compass focuses on making vulcanized sole sneakers with affordable prices. Compass continues to go through all existing processes by prioritizing original classic principles, also presenting Indonesia in terms of design, creativity, and also the spirit displayed in each of its elements. This is reinforced by the tagline used by Compass, namely "Proud to be Made in Indonesia".

This study aims to examine the effect of Brand Image and Country of Origin on Compass Shoes Purchase Decisions. The research uses quantitative methods with descriptive and causal research types. The sampling method used non-probability sampling with purposive sampling with a total of 400 respondents. The analysis technique used is descriptive and multiple linear regression analysis.

Based on the results of descriptive analysis, the Brand Image (X_1) and Country of Origin (X_2) variables are included in the very good category while the Purchase Decision variable (Y) is in the good category. Based on multiple linear regression analysis, it is stated that the Brand Image (X_1) variable with t_{count} 4.934 and Country of Origin (X_2) with t_{count} 10,666 partially has an influence on Purchase Decision (Y), indicating the more the Brand Image (X_1) and Country of Origin (X_2) variables are increased, the Purchasing Decision (Y) variable for Compass Shoes will increase. The magnitude of the influence of Brand Image and Country of Origin on Purchase Decisions is 48.5% and the remaining 51.5% is influenced by other factors.

Keywords : Brand Image, Country of Origin, and Purchase Decision