

ABSTRACT

The fashion world, especially shoes, now has many enthusiasts among the people of Indonesia, so researchers have the motivation to conduct this research so that good local brands can take advantage of good promotions so that their company reputation can be well known so that it can increase the company's market value and compete with foreign products.

This type of research is descriptive research and causality with quantitative research methods. The sampling technique uses purposive sampling with the slovin formula. Measurement of the scale used using a Likert scale and data analysis using multiple linear regression. Questionnaires were distributed to 400 respondents, namely Instagram followers of Compass Shoes in the City of Jakarta and data processing using SPSS.

The results of this study indicate that there is a positive and significant influence between brand image on the decision to purchase Compass Shoes with a tcount of 2.775 and there is also a positive and significant influence between brand trust on the decision to purchase Compass Shoes with a tcount of 9.092. Then brand image and brand trust simultaneously have a positive and significant effect on purchasing decisions on Compass Shoes with a count of 116,873. Furthermore, the contribution of the influence of the independent variables brand image and brand trust on the dependent variable of purchasing decisions is 37.1% while the remaining 62.9% is the contribution of the influence of variables not examined in this study

Keywords: *brand, image, trust, decision, purchase, Compass Shoes*