

ABSTRACT

This research aims to analyze the influence of Brand Image and Promotion on the Purchase Intention of Compass shoe products through the Instagram platform. As competition in the shoe industry increases, the Compass shoe brand strives to build a strong Brand Image and effective promotional strategies to attract consumer purchasing interest.

The research method used is quantitative with a survey approach. Data collected through questionnaires distributed to respondents who are users of the Instagram social media platform. Data analysis using SPSS. With a total of 177 distributed questionnaires, and a valid number of 158 respondents.

The results of this study indicate that Brand Image and Promotion have a significant influence on the Purchase Intention of Compass shoes through Instagram. Descriptive analysis reveals that Brand Image received an average of 82.55% in the good category, with the uniqueness aspect as the highest indicator (84.81%). Meanwhile, Promotion received an average score of 85.03% in the very good category, with the product catalog being the most influential factor (87.97%). Purchase Intention is also in the good category with an average score of 82.75%, where information search before purchase is the highest indicator (85.44%). The multiple linear regression test shows that Brand Image (X1) has a significant effect on Purchase Intention (Y) with a T value of $7.886 > T \text{ table } 1.660$ and significance $0 < 0.05$, while Promotion (X2) also has a significant effect on Purchase Intention with a T value of $7.272 > T \text{ table } 1.660$ and significance $0 < 0.05$. Simultaneous testing resulted in an F calculated value of $237.676 > F \text{ table } 3.06$ with a significance of $0.000 < 0.05$, indicating that Brand Image and Promotion together have a significant influence on the Purchase Intention of Compass shoes through Instagram.

Keyword : Brand image, Promotion, Purchase Intention