

## ABSTRACT

*This study was aimed to analyze the Influence of Brand Awareness, Brand Association and Perceived Quality towards Purchasing Decision Converse Sneakers on Students Muhammadiyah University of Yogyakarta. The subjects of this study were Students of Muhammadiyah University of Yogyakarta who buying and using Converse Sneakers. The sample of this study were 100 respondents selected using a non-probability sampling technique using a purposive sampling method. In addition, analysis tools was used Multiple Linear Regression using SPSS application 22.*

*Based on the analysis that has been done is earned that brand awareness, brand association, and perceived quality has positive and significant effect towards purchasing decision either simultaneously or partially.*

**Keyword:** *brand awareness, brand association, perceived quality and purchase decision.*