

ABSTRACT

At present the development of the retail industry world in Indonesia is increasing every year. One of the fashion products in retail business that is often used to make clothes in the city of Bandung is jeans. Jeans is a clothing product that is phenomenal both among men and women. The purpose of this study was to determine the Effect of Product Quality and Price towards Purchasing Decisions on Bandung Wingman Denim Consumers.

This research uses quantitative research methods with descriptive research type. The data of this study were obtained by distributing questionnaires to 100 respondents. The sampling technique in this study is non-probability sampling. The data used in this study are primary data obtained from questionnaires, while secondary data are obtained from previous research data, books, journals and the internet. The data analysis technique used is descriptive and multiple linear regression.

The quality of products at Wingman Denim based on the results of consumer responses can be said to be good although there are still some indicators that need to be improved such as reliability, uniqueness and style.

Prices of consumer Wingman Denim products based on consumer responses can be quite good. Purchasing decisions at Wingman Denim based on consumer responses can be said to be good although there are still some indicators that need to be improved such as time and method of payment. Product quality and price partially affect the purchasing decisions on Wingman Denim based on the results of hypothesis testing which shows the value of t arithmetic is greater than t table. Product quality and price simultaneously influence the purchasing decisions on Wingman Denim based on the results of the hypothesis test that shows the calculated F value is greater than the F table.

Keywords: Product Quality, Price, Purchase Decision