

## **ABSTRACT**

*Consumers who will buy a product do not escape from various considerations so they can decide on the purchase decision of an item. Brand image is one that can influence consumers to make decisions about the goods to be purchased, as well as product quality. Good quality goods can attract consumers to buy goods.*

*This study aims to determine the effect of brand image and product quality on purchasing decisions for Eiger products in Bandung. The method used in this study is quantitative, this type of research is a type of descriptive research with a form of causal relationships.*

*Based on the test results using IBM SPSS software version 23, simultaneously independent variables divided into Brand Image and Product Quality have a significant effect on Purchasing Decisions. Based on the partial test results, the results show that the Brand Image variable has a significant positive influence on Purchasing Decisions. And the Product Quality variable has a significant positive effect on Purchasing Decisions.*

*Based on the results of the study showed that respondents' responses to a brand image in the good category amounted to 81.1%, product quality in the good category amounted to 81.3% and purchase decisions in the good category amounted to 80.5%. Brand Image and Product Quality have a significant effect both partially and simultaneously on the decision to purchase Eiger products in Bandung, which is 78.8%.*

**Keywords: Brand Image, Product Quality, Purchasing Decisions**