

ABSTRACT

This research was conducted to determine "The Effect of Product Quality, Brand Image, Price, and Promotion on Purchasing Decisions at Zara Products in Bandung". The purpose of this study was to determine how product quality, brand image, price, and promotion affect Zara product purchasing decisions and to find out how product quality, brand image, price, and promotion simultaneously influence Zara product purchasing decisions in Bandung.

This research uses quantitative research methods with descriptive research type. The research data 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.

Based on the results of descriptive analysis on product quality, brand image, price, promotion, and purchasing decisions as a whole are in the good category. The results of the multiple linear regression analysis technique show that product quality, brand image, price, and promotion have a significant effect on purchasing decisions. This is evidenced by the value of t arithmetic greater than t table. Product quality, brand image, price, and promotion simultaneously influence purchasing decisions. This is evidenced by the sig value. $0.000 < 0.05$, which means that there is a significant influence between the independent variables simultaneously on purchasing decisions.

The conclusion of this study is that each variable can affect the purchasing decisions of consumers who want to buy Zara products and product quality, brand image, price, and promotion simultaneously influence purchasing decisions on Zara products. The fourth variable, namely product quality, brand image, price, and promotion has features that can influence purchase decisions for consumers of Zara products.

Keywords: Product Quality, Brand Image, Price, Promotion, and Purchase Decisions