

ABSTRACT

Clothing is one of the primary needs that gets a lot of attention in the community. Consumers today are given a variety of product choices to decide which one to buy according to the interests and needs of the community. On the other hand, fashion companies are competing to attract consumers with their respective strategies. Several factors that influence consumer interest is the price set. Companies that have good prices will increase consumer purchases in a company. This study aims to determine the effect of price on purchasing decisions on the Pull And Bear fashion brand in Bandung in 2021. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is simple linear regression analysis. The sample in this study amounted to 100 people with a population of all individuals who had used Pull And Bear products and made purchases both offline and online. Based on the results of the study, it can be concluded that the respondents' responses to the price variable have a percentage of 72.25% with a good category and the purchasing decision variable has a percentage of 75.95% with a good category. the percentage is 37% and the remaining 63% is influenced by other variables not examined in this study. These results can be interpreted as the better the price owned by Pull And Bear, the better the consumer purchases at Pull And Bear will be.

Keywords: Price, Buying decision, Pull and Bear