

ABSTRACT

The development of the clothing industry from year to year does not only occur abroad, but also in Indonesia. This development is accompanied by intense competition between business actors. One strategy that can be used by business actors is to use foreign branding. One local brand that uses this strategy is The Executive, which is a brand of PT Delami Garment Industri.

The Executive ranks first in the 2021 Top Brand Index. This indicates that The Executive is the product of choice for many consumers. Several reviews from The Executive consumers through online and offline platforms. With the reviews given by consumers, it will be a consideration for other consumers to buy the product. This will later have an impact on purchasing decisions for these products. This review will later become additional information for consumers who will make purchases of The Executive. Many factors make consumers make purchases on an item, two of which are because of brand image and price. Based on this, this research was conducted with the aim of knowing the effect of brand image and price on purchasing decisions for The Executive's products.

The results of this research can later become an illustration of the reasons for The Executive's success in Indonesia and can be an example for business people in other clothing industries.

The method used in this study uses quantitative methods with descriptive analysis techniques and multiple linear regression analysis whose calculations are carried out using SPSS version 25. Sampling used is non-probability sampling method with purposive sampling method. The samples taken in this study were 100 respondents who had purchased The Executive's products.

Based on the descriptive analysis, all the variables studied, namely brand image, price, and purchasing decisions, fall into the very good category. The results of multiple linear regression indicate that brand image and price have a positive and significant effect on purchasing decisions partially. In addition, brand image and price simultaneously have a positive and significant effect on purchasing decisions.

Keywords: *brand image, price, purchase decision, The Executive's product*