

ABSTRACT

The development of the fashion world continues to progress so as to produce various fashion trends and styles. This does not escape the advancement of technology and media so that various fashions and styles of clothing continue to develop, one of which is GVFI. GVFI is an alternative fashion and lifestyle brand from Bandung that provides a complete selection of fashion needs ranging from headgear, tops, bottoms, footwear and other accessories.

This research uses quantitative research methods that are descriptive analysis. Respondents who were the object of the study were respondents who had purchased GVFI products. Sampling using the nonprobability sampling method of 100 respondents. The data analysis technique used is multiple linear regression analysis..

There was a positive influence related to product quality and promotion variables on the purchase decision of GVFI products, which was 79.4%, and the remaining 20.6% was influenced by other factors and variables.

Keywords: *Product Quality, Promotion, Purchase Decision, GVFI*