

ABSTRACT

The COVID-19 pandemic has brought about considerable changes and influences in the business aspect, namely the fashion business. Zara is one of the fashion brands that has suffered losses due to the covid 19 pandemic, Zara's profits have decreased drastically in 2020 due to store closures imposed due to the covid 19 pandemic. Zara does various ways in order to maintain its brand in the fashion world, one of them is brand image, price and promotions are carried out in order to continue to improve the brand image, carry out promotions to attract consumers to buy Zara products. This study aims to determine and analyze the effect of brand image, price and promotion on purchasing decisions for Zara products.

The research method used in this research is quantitative method with descriptive-causality research type. Sampling was done by probability sampling technique used was simple random sampling the number of respondents was 100 consumer respondents who know the Zara brand, consumers who have visited Zara's website and offline stores and consumers who have bought Zara products. Data analysis techniques used were descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis research shows that the variable brand image and purchasing decision in Zara are included in the very good category, while the price and promotion variables in Zara are in good categories. The results of the regression analysis showed that brand image, price and promotion had partial and simultaneous influence on the purchasing decision of Zara products by giving an effect of 73.5% and the remaining 26.5% was influenced by other factors not examined.

Keywords: Brand Image, Price, Promotion, Purchase Decision.