

ABSTRACT

In the current millennial era, the development of the fashion world which is increasing in society in accordance with trends can have an influence on consumer tastes in choosing the goods that are needed. One of the businesses in the fashion sector is De'Ray kha kids. De'ray kha kids is a fashion business that only serves wholesale purchases that focus on children's Muslim clothing. In order for their business to remain competitive, De'Ray kha kids must develop a marketing strategy that can attract potential customers and retain old customers. However, in the last two years, there has been a decline in purchasing decisions.

This research was conducted to determine the effect of product quality on purchasing decisions on De'Raykha kids. This study uses quantitative methods of descriptive research with simple linear regression analysis techniques. The sampling technique used was non-probability sampling with the type of purposive sampling with the number of samples used as many as 100 respondents who were retail business actors who had bought De'Ray kha kid's products. This test was carried out using the help of SPSS 26.

Based on the results of the descriptive analysis in this study, the Product Quality variable is included in the good category with an average percentage of 78%, and the overall Purchasing Decision variable has an average percentage of 79%. Respondents' responses regarding the Product Quality variable affect the Purchasing Decision variable by 37.5%, while 62.5% is influenced by other factors not examined by the author.

Keywords: Product Quality, Purchase Decision.