

ABSTRACT

The development of the times at this time is growing very rapidly, especially in the field of fashion. Compass is a local brand that is engaged in the sneaker field. The purpose of this study is to find out how product quality, brand image, and purchasing decisions are on Compass shoes. Knowing how much influence product quality and brand image have on purchasing decisions for Compass shoes partially. Knowing how big the influence of product quality and brand image on the decision to buy Compass shoes simultaneously. The population of this study are all Compass consumers in the city of Bandung. The sample is 100 respondents. Quantitative research methods with descriptive and causal types with Likert scale measurements. The analysis technique uses descriptive analysis and multiple linear regression analysis which is processed using SPSS 25 For Windows. The results showed that the responses of respondents obtained through questionnaires on the variables of product quality, brand image and purchasing decisions were in the very good category. Based on the results of the study partially product quality variables have a significant effect on purchasing decisions. Which means that product quality can have a significant positive effect on purchasing decisions for Compass shoes. Brand image variable has a significant effect on purchasing decisions. Which means that product quality can have a significant positive effect on purchasing decisions for Compass shoes. Simultaneously, product quality and brand image have a significant positive effect on purchasing decisions for Compass shoes.

Keywords: product quality and brand image, Purchase Decision, Compass