

ABSTRACT

The current era is rapidly developing, especially in the field of Fashion. Brodo is a local brand that excels in the shoe industry. Shoes have become a product that everyone uses to fulfill their daily activities and needs. With the development of time and technology, the use of shoes has become increasingly diverse and tailored to the needs of the wearer. Furthermore, with the development of lifestyle, shoes have become one of the products that reflect a person's lifestyle and personality. This study aims to analyze and test the influence of brand image, product quality, and purchasing decisions on Brodo shoe products.

This study uses a quantitative method with the analysis techniques of descriptive analysis and multiple linear regression analysis. The sample is taken using a non-probability sampling method, with a total of 150 respondents.

The results of the study conducted by the researcher show that the brand image, product quality, and purchasing decision variables for Brodo shoe products are categorized as good. Based on the hypothesis testing results, it is shown that there is a positive and significant influence of brand image and product quality on purchasing decisions for Brodo shoe products, both partially and simultaneously. This is evidenced by $F_{count} > F_{table}$ ($245.723 > 3.06$) with a significance level of $0.000 < 0.005$. Based on the coefficient of determination, it is found that the influence of brand image and product quality on purchasing decisions for Brodo shoe products is 76,7%, while the remaining 23,3% is influenced by other factors not examined in this study.

Keywords: *Brand Image and Product Quality, Purchase Decision, Brodo*