

Abstract

This research reviews the influence of brand image and product quality on purchasing decisions for Compass shoes in Bandung City. Researchers conducting this research aim to find out the influence of Brand Image on the decision to purchase Compass shoes and the influence of product quality on the decision to purchase Compass shoes in the city of Bandung.

The method used in this research is the Quantitative Method using multiple linear regression analysis techniques to determine the significant influence partially or simultaneously between two or more independent variables on one dependent variable. In this study, researchers used a sampling technique with non-probability sampling with 150 respondents.

Based on the results of hypothesis testing carried out by researchers, it shows that there is a positive and significant influence on brand image and product quality on purchasing decisions for Compass shoes, both partially and simultaneously. This is proven from $F_{count} > F_{table}$ ($753,151 > 3.06$) 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 Purchase Decisions for Compass Shoes products is 91.1%, while the remaining 9% is influenced by other factors not examined in this research.

Keywords: Brand Image and Product Quality, Purchase Decision, Compass Shoes