

ABSTRACT

This research was conducted to analyze the factors that influence the decision to purchase Compass shoes in Bandung City. The purpose of this research is to find out how product quality and consumer behavior have a partial or simultaneous influence on the decision to purchase Compass shoes in Bandung.

This research uses quantitative methods. The number of samples in this research was 404 respondents who live in Bandung who were distributed via social media using non-probability sampling and purposive sampling methods. Data analysis involves validity and reliability testing, descriptive analysis, classical assumption testing, multiple linear regression analysis, hypothesis testing and coefficient of determination testing using SPSS version 27 software.

The results of this research show that product quality and behavior have a significant influence on purchasing decisions both partially and simultaneously. Product Quality partially has a positive and significant influence on purchasing decisions and also Consumer Behavior partially has a positive and significant influence on purchasing decisions, as well as Product quality and consumer behavior simultaneously have a positive and significant influence on purchasing decisions for Compass Shoes in Bandung.

Keywords: *Product quality, consumer behavior, purchasing decisions*