

ABSTRACT

Currently, the growth of the fashion industry in Indonesia has become one of the sub-sectors of the creative economy that has continued to increase over the past few years. Fashion business competition in Indonesia is getting stronger and tighter. Ryde Essentials as one of the *fashion* businesses that can survive in situations like this. However, Ryde Essentials itself has quite volatile sales. These fluctuating sales may indicate a lack of customer satisfaction after purchasing Ryde Essentials products. This study aims to determine the influence of promotion, product quality, and brand image on customer satisfaction through purchasing decisions as intervening variables (study on Ryde Essentials products in online sales channels).

The research method was used through a descriptive and quantitative approach by collecting data through the distribution of online questionnaires and obtained as many as 344 respondents. The sampling technique uses *nonprobability sampling* with *the purposive sampling method*. This study used SmartPLS 3 in data processing.

The results showed that promotion, product quality, and brand image influence purchasing decisions. Then promotion and product quality affect customer satisfaction. However, it was found that brand image had no effect on customer satisfaction. Furthermore, promotion affects customer satisfaction through purchasing decisions, product quality affects customer satisfaction through purchasing decisions, and brand image affects customer satisfaction through purchasing decisions.

Keyword: Promotion, Product Quality, Brand Image, Purchase Decision, Customer Satisfaction