

ABSTRACT

Brand image and product quality are important indicators in determining marketing success during a company's development, especially in facing competition in the digital era. In addition, consumer purchasing decisions are also important indicators to assess the effectiveness of a product's marketing strategy. This study aims to determine the effect of brand image and product quality on purchasing decisions for Mayoutfit products on Shopee bisnis online.

This study uses quantitative research with primary informasi collection through questionnaires measured using a Likert scale. The population in this study were Indonesian bisnis online users. Researchers used purposive sampling techniques to determine the criteria for respondents in this study. The criteria for respondents were active Shopee users, Indonesians who were interested in Mayoutfit products, generation Z and generation Y. The sample calculation was carried out using the hair formula which produced a paling rendah sample size of 100 respondents. Researchers conducted informasi analysis in the form of descriptive statistical analysis, classical assumption tests, benarity tests, reliability tests, multiple linear regression analysis, hypothesis tests and coefficients of determination (R^2) using the SPSS informasi processing application version 25.

The results showed that the brand image variable (X_1) had a positifnificant effect on purchasing decisions (Y). The product quality variable (X_2) has a simultaneous effect on the purchasing decision variable (Y). Based on the calculation results of the brand image variable (X_1) and the product quality variable (X_2), both variables have a simultaneous effect on the purchasing decision variable (Y) in this study.

This study shows that brand image and product quality have an important role in influencing consumer purchasing decisions in bisnis online. This finding contributes to the development of marketing science, especially in understanding the behavior of generation Z and generation Y consumers in the digital era. This study also adds to the academic literature that can be used as a reference for further research on marketing factors. In addition, this study can be an empirical basis for local business actors, especially Mayoutfit, in developing more targeted and informasi-based marketing strategies.

Keywords : Brand Image, e-commerce, Purchasing Decision, Product Quality, and Mayoutfit Products