

***THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND PRICE
PERCEPTION ON PURCHASE DECISIONS FOR CHARLES & KEITH
PRODUCTS IN MARGO CITY DEPOK***

ABSTRACT

Fashion is a style of clothing that is used every day or at certain events by someone with the aim of enhancing their appearance. The Charles & Keith brand image in Indonesia is well known among women, especially the millennial generation and generation Z. Good and reliable product quality helps consumers make purchasing decisions. Consumers are willing to pay a certain amount of money to buy quality products. The aim of this research is to analyze the influence of brand image, product quality and price perception on purchasing decisions and to find out which variables have the most influence on purchasing decisions for Charles & Keith products in Margo City Depok.

The analysis method in this research uses quantitative primary data, the test stages carried out are: convergent validity test, discriminant validity test, reliability test, goodness of fit model test, coefficient of determination test, and hypothesis test. The data used in this research used a questionnaire instrument, and valid data was collected from 155 respondents. The sampling method in this research was non-probability with a purposive sampling technique. The testing tool used is Smart PLS 4.0.

The research results show that the variables brand image, product quality, and price perception have a direct influence on purchasing decisions, and the variable that has the most influence on purchasing decisions is brand image.

Keywords: brand image, purchasing decisions, product quality, price perception

*(xiii + 65 + Appendices).
Bibliography (2018 - 2023).*