ABSTRACT

This research is motivated by the increasing need for fashion. This happens along with the rapid development of the times so that it will indirectly affect the tastes of consumers in choosing goods or services that fit their wants and needs. One fashion that is growing among the people of Indonesia is the Zara brand. This study aims to examine the effect of Brand Image and Product Quality on the Zara Purchase Decision Process in the City of Bandung.

The research method used is a quantitative method. The type of data needed for this research are primary and secondary data. The population in this study are consumers who have bought Zara products in the city of Bandung. Sampling was used by non-probability sampling method with a total of 100 respondents. Then, for data analysis techniques using descriptive analysis and multiple linear regression analysis.

The results showed that respondents' responses to Brand Image were in the very good category, respondents' responses to Product Quality were in the good category, and respondents' responses to the Purchasing Decision Process were in the good category. The magnitude of Brand Image's influence on the Zara Purchase Decision Process in the city of Bandung is 13.4%. the influence of Product Quality on the Zara Purchase Decision Process in the city of Bandung is 31.4%. The influence of Brand Image and Product Quality on the Zara Purchase Decision Process in Bandung is 44.8%.

Keywords: Brand Image, Product Quality, Purchasing Decision Process