ABSTRACT

This research is motivated by an increasing fashion trend. This happens with the development of times that affect the fashion brand products. The development of the times, the growing needs and lifestyle of a person, so that it indirectly affects the tastes of consumers in choosing goods and services in accordance with their wishes. One of the well-known fashion brands with a good brand image is ZARA. The purpose of this study was to determine the effect of *Hedonic value* and *Brand image* on ZARA Purchase Decisions in Bandung City.

The research method used in this study is a quantitative research method using a sample of 400 respondents to ZARA consumer purchases in the city of Bandung. Sampling using purposive sampling technique. The data analysis method used in this research is descriptive analysis method and multiple linear regression analysis. Data processing is done using SPSS 26 software for Windows.

The results of the F test in this study indicate that the significant value of F is equal to $0.000 < 0.05$, that the independent variable *hedonic value* and *brand image* have a correlation / relationship with the dependent variable of the purchase decision. Based on the results of the partial t test, it can be seen that hedonic value and brand image have a positive and significant effect. The adjusted R Square value in this study was 0.460. This means that the influence of the *Hedonic Value* and *Brand Image* variables on the ZARA Purchase Decision variable in Bandung is 46.0%. While the remaining 54.0% is influenced by other variables that are not discussed in this study such as the quality of ZARA in Bandung, the model of ZARA's products, and others.

Keywords: *Hedonic value*, *brand image*, purchase decision