

ABSTRACT

This research is motivated by the growing need for fashion. This happens because of the increasing competition in the fashion world and the development of the times that affect consumer tastes in choosing goods or services that suit their wants and needs. One of the fashion brands that are growing among the people of Indonesia is H&M. H&M's brand value has declined in recent years, affecting H&M's brand image, affecting customer satisfaction because consumers who have purchased H&M products are less recommending the H&M brand to others. This is because consumers are not satisfied with the products they can. It also influences purchasing decisions resulting from unmet customer expectations.

This study aims to measure the influence; (1) brand value to purchasing decisions, (2) brand value to brand image, (3) brand value to customer satisfaction, (4) brand image to purchasing decisions, (5) brand image to customer satisfaction, and (6) purchasing decisions to customer satisfaction.

In this study used quantitative methods with causal research types. The population in the study was customers who had purchased H&M. Data collection was conducted through the dissemination of questionnaires to 422 respondents. To test the hypothesis, researchers used Structural Equation Modeling (SEM) which was processed using Lisrel 8.8 software.

The results of this study show that; (1) Brand value does not have a significant effect on purchasing decisions, (2) brand value does not have a significant effect on brand image, (3) brand value has a significant effect on customer satisfaction, (4) brand image has a significant effect on purchasing decisions, (5) brand image does not have a significant effect on satisfaction. customer, and (6) purchasing decisions have a significant effect on customer satisfaction.

The advice that can be given to the company is to increase the brand value and brand image it has to become the best brand in the fashion world so that customers are awake and satisfied with what they have. They got it. In addition, it is recommended for researchers to further use other variables such as product quality.

Keyword: *brand value, brand image, Purchase Decisions, Customer Satisfaction*