

ABSTRACT

In day to day existence, people have different requirements to help their endurance. One of them is the requirement for attire which implies people need garments for their endurance. Be that as it may, these days people don't just involve clothing as a dress need, yet in addition as a way of life nowadays. Business advancement in the attire business is additionally developing. The quantity of apparel stores dispersed in Bandung makes the opposition considerably more tight. The peculiarity that happens in this study is the decrease in yearly sales at the Airborne Republic from 2016 to 2020.

Researcher needs to know the effect of price, perceived value and store image to purchase intention. Thus, the reason for this study is to decide the way in price, perceived value and store image will impact the purchase intention of Airborne Republic. Perspectives in this study incorporate the variable that will use in this exploration.

The strategy utilized by the creator in this study is a quantitative technique. The procedures that are utilized by scientists are information assortment surveys. The questionnaire will be directed to the respondents that are people that have bought and visit Airborne Republic Store.

The consequences of the review are relied upon to be a knowledge for Airborne Republic to acquire their deals in the following yearly deals. Moreover this exploration can be coordinated to information for research regarding purchase intention.

This study used multiple linear regression analysis technique using SPSS 26 which shows that price and store image did not affected the purchase intention of Airborne Republic customers and the perceived value has an influence on purchase intention. By using a sample of 100 Airborne Republic consumers who have shopped and visited Airborne Republic stores.

Keywords : price, store image, perceived value, purchase intention