ABSTRACT

The development of the fashion world continues to progress so as to produce

various fashion trends and styles. This does not escape the advancement of

technology and media so that various fashions and styles of clothing continue to

develop, one of which is GVFI. GVFI is an alternative fashion and lifestyle brand

from Bandung that provides a complete selection of fashion needs ranging from

headgear, tops, bottoms, footwear and other accessories.

This research uses quantitative research methods that are descriptive

analysis. Respondents who were the object of the study were respondents who had

purchased GVFI products. Sampling using the nonprobability sampling method of

100 respondents. The data analysis technique used is multiple linear regression

analysis..

There was a positive influence related to product quality and promotion

variables on the purchase decision of GVFI products, which was 79.4%, and the

remaining 20.6% was influenced by other factors and variables.

Keywords: Product Quality, Promotion, Purchase Decision, GVFI

vii