

## **ABSTRACT**

*Indonesia's fashion industry is currently growing very rapidly and is following the trend of making people more selective when deciding on a lifestyle. Companies need to be able to apply the right marketing tactics and understand the attitudes of their target market consumers. Consumers are one of the most important elements of marketing activities, and marketing activities would not be possible without them. Understanding what consumer behavior is like for any business is important to maintaining business continuity in today's highly competitive world. There are many well-known brands in the fashion world today, and it is not uncommon for brands to be attractive when choosing a product. One of these brands is H & M, which has long been known to Indonesians. Founded in 1947, the H & M Store is active in the fashion industry, manufacturing women's clothing, men's clothing, children's clothing, trousers, bags and shoes. H & M is a world-renowned brand, offering a wide variety of models and following current trends.*

*This study aims to analyze the impact of quality of service, product quality, and price on purchasing decisions at Bandung's H & M store. This study is a kind of quantitative study. The method used in this study is descriptive and causal. The target audience for this survey is consumers who have purchased H & M products. The sampling procedure uses a non-stochastic sampling procedure that uses a targeted sampling procedure. The questionnaire was distributed to 134 respondents. The data analysis method used is multiple regression analysis. The results show that quality of service, product quality, and price have had a significant impact on purchasing decisions. The results of the t test show that quality of service variables have a significant impact on purchase decisions. The t count quality of service (3.090) > the t table (1.978). Fluctuating product quality has a significant impact on purchasing decisions. The t count product quality (2.127) > t table (1.978). Price variables also have a significant impact on purchasing decisions. The t count price (2.871) > (1.978).*

**Keyword: Service Quality, Product Quality, Price, Purchase Decisions.**