

ABSTRACT

Consumers who will buy a product cannot be separated from various considerations so that they can make a decision to buy an item. Brand image can influence consumers to make decisions about the goods to be purchased and good product quality can encourage consumers to buy these goods.

This study aims to determine the effect of brand image and product quality on purchasing decisions for Zara products in Indonesia. The method used in this research is quantitative, this type of research is a descriptive type of research with a causal relationship

In this study using IBM SPSS version 22.0 software to test simultaneously and partially. The independent variables which are divided into Brand Image and Product Quality have an effect on Purchase Decision. The number of respondents used in this study were 392 respondents divided into 151 men and 241 women

Based on the results of test analysis using IBM SPSS software version 22.0 simultaneously the independent variables, namely Brand Image and Product Quality, have a significant influence on Zara's Product Purchase Decisions. And based on the results of the analysis of the testers partially get positive results, namely by showing Brand Image has a significant positive influence on Purchase Decisions. And for Product Quality also has a positive significant effect on Purchase Decisions

Based on the results in this study, the respondents' responses to the Brand Image variable were included in the good category, namely 77.8%, then for the Product Quality variable, it was included in the good category, namely 71,9% and for Purchase Decisions, it was included in the good category, namely 76,6%. Brand Image and Product Quality have a significant effect on the partial test or simultaneous test on Zara's Product Purchase Decisions in Indonesia, which is 97.0%

Keywords: Brand Image, Product Quality, Purchasing Decisions