

ABSTRACT

Indonesia is a country that has a lot of potential to start a clothing business, with a large population and economic growth providing many opportunities for business people to take advantage of business opportunities in this business. Increasingly tight business competition in the clothing business requires all business people to be more creative and aggressive in creating various product innovations and providing excellent service to customers so that they are superior to their competitors. Brand Argy's sales target is for three years from 2021 to 2023. If you look closely at the data, it shows that sales of Brand Argy fluctuate every year. The fluctuation in sales over the last three years shows the persistent efforts made by the Argy Brand but still requires a level of defense due to the instability of sales income.

This research uses the Argy Brand as the research object with product quality, product price as the independent variable, and purchasing decisions as the dependent variable. This research aims to determine the influence of product quality and price on purchasing decisions and to find out which factors are more likely to influence purchasing decisions for a product. This research uses quantitative methods. The population in this study are customers who have purchased Argy products who are domiciled in Bandung. With a causal descriptive approach. The analysis used in this research is the classical assumption test, multiple linear regression analysis Simultaneous Hypothesis Test (F Test) and Partial Hypothesis Test (T Test) which were processed using Spss 26.

The research findings show that product quality has a significant influence on the decision to purchase Argy Brand products in Bandung City, product price has a significant influence on the decision of Argy Brand in Bandung City, and product quality and product price together have a 71.9% influence on consumers' decisions to choose the brand. Argy in Bandung City.

Keywords : *Product Quality, Product Price, Brand, Clothing, Bandung City*