

ABSTRACT

Tupperware, a well-known brand for food storage products and water bottles, has experienced a decline in sales, particularly among Gen-Z, who prefer products with modern designs and environmentally friendly features. This research analyzes the impact of product quality and product innovation on purchase decisions of Tupperware, with brand image as a mediating variable. The study was conducted on Gen-Z consumers in Bandung who have used Tupperware products, with 300 respondents completing a questionnaire. The analysis using SEM-PLS shows that product quality has a significant effect on purchase decisions. However, brand image does not mediate the relationship between product quality and purchase decisions. Product innovation also does not show a significant effect on purchase decisions, either directly or indirectly through brand image. This study provides valuable insights for the company to formulate more effective marketing strategies, focusing on improving product quality as the main factor in purchase decisions.

Keywords: *Product Quality, Product Innovation, Purchase Decision, Brand Image, Tupperware.*