ABSTRACT

Over the past decade, outdoor activities in Indonesia have grown rapidly, especially among the younger generation, turning outdoor gear into both a lifestyle and fashion statement. Eiger, as one of the leading local brands in this industry, has experienced significant sales growth, including a 16-fold increase in revenue during the 2023 Shopee 8.8 Grand Beauty and Fashion Festival campaign. However, alongside these achievements, there have been consumer reviews on e-commerce platforms and social media highlighting a mismatch between product prices and perceived quality, which could affect customer satisfaction and purchase decisions. This study aims to analyze the influence of product quality and price on purchase decisions for Eiger products, with customer satisfaction as an intervening variable.

A quantitative approach with a random sampling technique was used, involving 114 respondents who are Eiger product users. Data were collected through questionnaires and analyzed using descriptive analysis and Partial Least Squares (PLS), with both outer model and inner model testing. The descriptive analysis results show that product quality (87.89%), price (88.25%), purchase decision (88.67%), and customer satisfaction (87.84%) are all in the "very good" category. PLS analysis revealed that product quality and price have a positive and significant effect both directly on purchase decisions and indirectly through customer satisfaction. These findings imply that consistently improving product quality and setting prices that match perceived value are key strategies for Eiger to maintain competitiveness in the outdoor gear market.

Keywords: *Product Quality, Price, Purchase Decision, Consumer Satisfaction.*