

ABSTRAK

Penelitian ini bertujuan guna mengetahui bagaimana harga, *brand image* dan kualitas produk berpengaruh terhadap keputusan pembelian produk *brand Aulia fashion*. Populasi penelitian ini terdiri dari semua konsumen *Aulia fashion* di Kecamatan Pasrujambe. Penelitian ini memanfaatkan teknik *sampling nonprobability* untuk mengumpulkan 60 responden sebagai sampel, yang dipilih berdasarkan kriteria bahwa mereka adalah konsumen pengguna gamis *brand Aulia fashion* di Kecamatan Pasrujambe. Studi ini menggunakan analisis kuantitatif (uji validitas dan reliabilitas), uji asumsi klasik (normalitas, multikolinearitas dan heteroskedastisitas), analisis regresi linier berganda, uji t, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa harga tidak mempengaruhi keputusan pembelian, sedangkan variabel *brand image* secara parsial mempengaruhi keputusan pembelian, dan variabel kualitas produk secara parsial mempengaruhi keputusan pembelian. Dan secara simultan variabel harga, *brand image*, kualitas produk berpengaruh terhadap keputusan pembelian pada *brand Aulia fashion* di Kecamatan Pasrujambe.

Kata Kunci : Harga, Brand Image, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

This research aims to find out how price, brand image and product quality influence purchasing decisions for Aulia fashion brand products. The population of this research consists of all Aulia fashion consumers in Pasrujambe District. This research utilized non-probability sampling techniques to collect 60 respondents as a sample, who were selected based on the criteria that they were consumers who used Aulia fashion brand robes in Pasrujambe District. This study uses quantitative analysis (validity and reliability tests), classical assumption tests (normality, multicollinearity and heteroscedasticity), multiple linear regression analysis, t test, and coefficient of determination. The research results show that price does not influence purchasing decisions, while the brand image variable partially influences purchasing decisions, and the product quality variable partially influences purchasing decisions. And simultaneously the variables price, brand image, product quality influence purchasing decisions for the Aulia fashion brand in Pasrujambe District.

Keywords: Price, Brand Image, Quality Product, Purchasing Decisi