

ABSTRACT

The Influence of Product Quality and Price on Purchase Decisions of the Executive Brand at South Tangerang

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This study aims to analyze the influence of product quality and price on purchase decisions for the Executive Brand at South Tangerang. Using a quantitative method through questionnaires distributed to 140 respondents, the study found that product quality and price significantly influence purchase decisions. High product quality creates a greater perceived value for consumers, while competitive pricing is a key determinant in purchase decisions amidst tight competition on online platforms such as TikTok Shop. These findings provide strategic insights for Executive Brand management to enhance their competitiveness through product quality innovation and price strategy adjustments. This research also contributes to consumer behavior studies in the fashion industry.

Keywords : *Product Quality, Price, Purchase Decision, Executive Brand, South Tangerang, TikTok Shop, Fashion Industry.*