

ABSTRACT

THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON THE PURCHASE DECISION OF DR.MARTENS SHOES JABODETABEK REGION

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The purpose of this study was to analyze the effect of brand image, product quality and price on purchasing decisions for Dr.Martens shoes. The analytical method in this study used quantitative primary data, the test stages carried out were: validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, F test, T test, and the coefficient of determination. The data used in this study used a questionnaire instrument, and valid data were collected by 140 respondents. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tool used was SPSS 20. The results showed that the results of the F-test variabel brand image, product quality and price simultaneously influenced the decision to purchase Dr.Martens shoes. The results of the T-test variabel brand image, product quality and price partially influence the decision to purchase Dr.Martens shoes.

Keywords: Brand image, Product Quality, Price, Purchase Decision.

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