

## **ABSTRACT**

### ***THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON THE DECISION TO PURCHASE COMPASS SHOES***

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*This research examines the influence of brand image, product quality and price on purchasing decisions for Compass shoes. This research used a non-probability sample and used a purpose sampling technique. Data was collected through a questionnaire method using the Google Form tool which was distributed to 140 respondents with the characteristics of people who had purchased Compass Shoes in the South Tangerang area. A Likert scale of 1-5 was used in this study. Multiple linear regression analysis was used to test the research hypothesis. Before carrying out regression analysis, classical assumption tests were carried out, including normality, multicollinearity and heteroscedasticity tests. Validity and reliability tests were also carried out to ensure the quality of the data used. Hypothesis testing uses the coefficient of determination test, F test, t test. The results of the research show that Brand Image (X1) has a positive and significant influence on Purchasing Decisions (Y). Apart from that, Product Quality (X2) also has a positive and significant influence on Purchase Satisfaction (Y). Price (X3) has a positive but not significant influence on Purchasing Decisions (Y). The way for sellers of shoe products to get the attention of consumers is by having a good brand. The product quality of Compass shoe products is able to influence consumers to use their products. This is a way for sellers of shoe products to get the attention of consumers by providing the best quality of the shoes they make.*

**Keywords:** *Brand Image, Product Quality, Price, Compass Shoes*

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