

## **ABSTRACT**

### ***THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS ON UNILEVER HOME AND PERSONAL CARE PRODUCTS IN THE SOUTH TANGERANG AREA***

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*This study aims to examine the effect of product quality and brand image on purchasing decisions for Unilever Home and Personal Care products in the South Tangerang area. The research method used is quantitative with a research sample of 191 respondents obtained by purposive sampling technique. In collecting data, the survey method was used by utilizing a questionnaire as an instrument, which was distributed online via digital forms (Google Forms). By using data analysis techniques, namely Linier Regression based on Partial Least Square (PLS) using SmartPLS software version 4.0. The hypothesis results of this study indicate that Product Quality affects Purchasing Decisions and Brand Image also affects Purchasing Decisions.*

***Keywords:*** *Product Quality, Brand Image, Purchase Decision, Home and Personal Care Products, Unilever.*