

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, TRUST, AND PRICE ON H&M BRAND PURCHASE DECISIONS (Case study in the Jabodetabek area)

Immanuella Deryl Tyvado¹⁾, Dr. Yohanes Totok Suyoto, S.S, SMI, CPMA²⁾

¹⁾ *Management Study Program Student, Pembangunan Jaya University.*

²⁾ *Lecturer in the Management Study Program, Pembangunan Jaya University.*

This study aims to identify the influence of brand image, trust, and price on purchasing decisions of the H&M brand in the Jabodetabek area. The research method employed is a survey using questionnaires distributed to respondents who are H&M consumers in the area. The collected data were analyzed using multiple linear regression techniques. The analysis results indicate that brand image, trust, and price significantly influence the purchasing decision of the H&M brand. These findings provide valuable insights for companies in designing effective marketing strategies to increase sales and customer loyalty.

Keywords: *Brand image, trust, price, purchasing decision, H&M, Jabodetabek.*

Libraries :

Publication Years :