



**ANALYSIS OF THE INFLUENCE OF BRAND IMAGE,
PRICE, PRODUCT QUALITY, AND WOM ON PURCHASING
DECISIONS FOR JINISO JEANS**

UNDERGRADUATE THESIS

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By:

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PLAGIARISM

ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRICE, PRODUCT QUALITY, AND WOM ON PURCHASING DECISIONS FOR JINISO JEANS

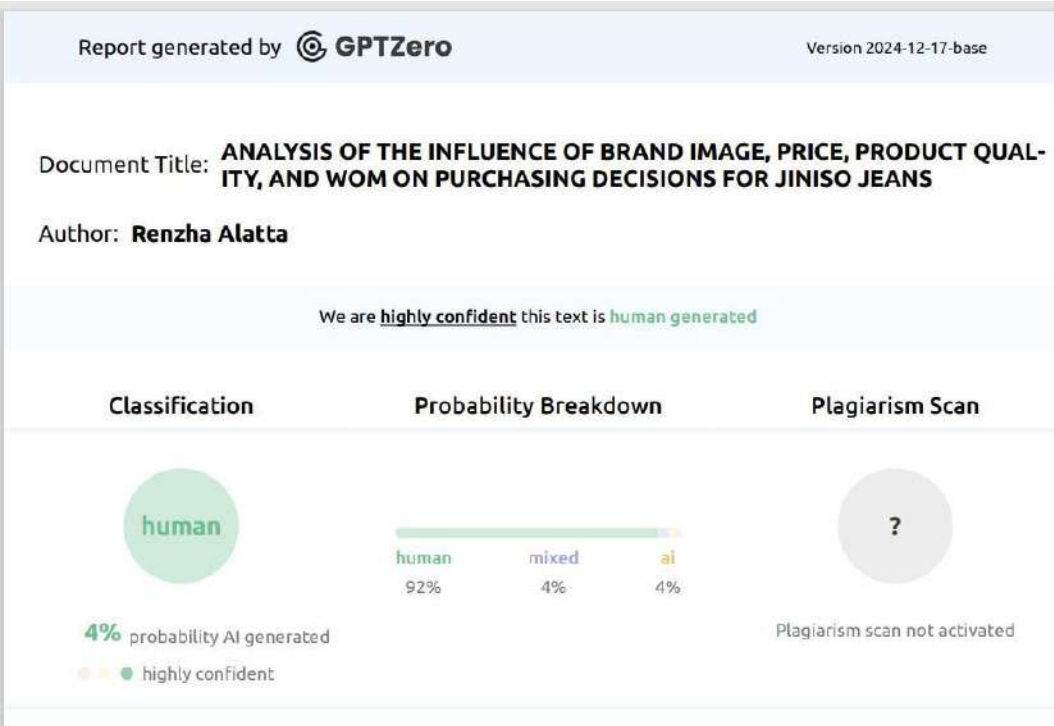
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ABSTRACT

Purpose: This study examines the impact of brand image, price, product quality, and word of mouth (WOM) on purchasing decisions for Jiniso Jeans. The research analyzes how these factors influence consumer behavior and decision-making when choosing Jiniso Jeans as a preferred denim brand.

Design, methodology, and approach: A quantitative approach was adopted, using a survey to collect data from respondents familiar with the brand.

Findings: The results indicate that brand image significantly affects purchasing decisions, reflecting the importance of positive perceptions in building consumer trust. Price sensitivity also plays a crucial role, suggesting that competitive pricing enhances customer interest. Moreover, WOM was a critical factor, with recommendations from peers significantly influencing purchase decisions.

Originality/value: The findings highlight the need for Jiniso Jeans to strengthen its brand image, maintain a reasonable price, and leverage WOM strategies to optimize its market performance.

Keywords: Price, Brand Image, Product Quality, WOM, and Jiniso Jeans

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