



**THE ROLE OF BRAND IMAGE IN MEDIATING THE  
INFLUENCE OF PRODUCT QUALITY, PRICE, AND  
PROMOTION ON PURCHASE DECISION:  
A CASE STUDY OF A LOCAL FASHION BRAND**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Administrasi Bisnis (S.A.B.)**

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CIKARANG  
OCTOBER 2023**

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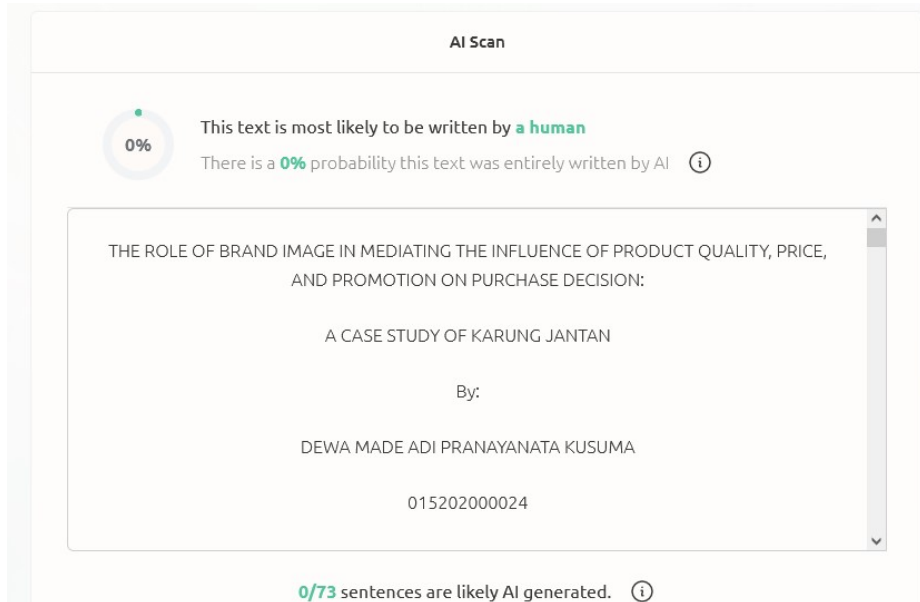
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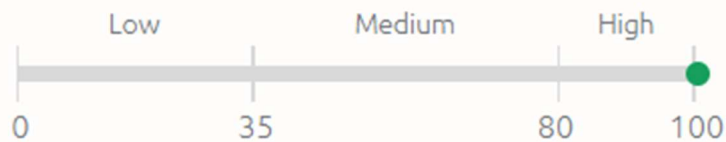
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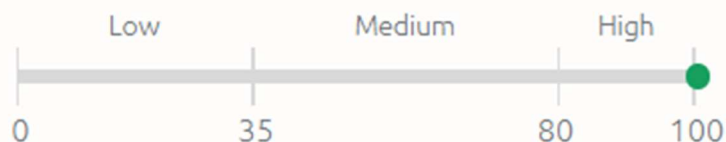
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## ABSTRACT

**Purpose** - The purpose of this research is to find out what are the variables that influence the purchasing decisions of the fashion brand's customers. The variables that were analyzed included price, product quality, promotion, and brand image.

**Design/Method** - This research design is a quantitative study using primary data collected through online questionnaire and applied with Structural Equation Modelling – Partial Least Square (SEM-PLS). The population for this research are the people who know about the brand and have bought its products. There are total 63 samples collected using purposive sampling technique which later are analyzed using SmartPLS.

**Findings** – Price is the one variable that doesn't have any influence towards the brand image. The other variables such as product quality and promotion do have a significant and positive influence towards the brand image. Moreover, it was founded that brand image significantly influence the brand customer's purchasing decision.

**Originality** - This study goes through the factors that influence the customer's purchasing decision of the fashion brand's products, which has not been studied previously.

**Keywords** – Product Quality, Promotion, Price, Brand Image, Purchase Decision



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Cikarang, 3 October 2023

A handwritten signature in black ink, consisting of stylized, overlapping letters that appear to be 'DAPK'.

**Dewa Made Adi Pranayanata Kusuma**

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