

ABSTRACT

Competition in the shoe business world is very tight, it is known with the emergence of dozens of new brands of local Indonesian shoes. Nowadays, there are many consumers who decide to choose local shoes because they are following the Lifestyle that is currently rife and growing. Viewed from the consumer side, communication and quality contribute to consumer interest as a determinant of purchasing decisions. This study aims to determine whether there is an influence between the variables of Purchasing Decisions, Product Quality, Price Perceptions of Brand Image and Purchasing Decisions at Brodo Store Surabaya. This research method is quantitative research with multiple linear regression research types. The population in this study are visitors who have visited Brodo Store Surabaya. By using the Slovin formula, a sample of 96 respondents was found, which was then rounded up by the researcher to 100 respondents. Data collection techniques using a questionnaire method (questionnaire). The results of the analysis in this study indicate: (1) Service quality has an influence on brand image, with a significance value of 0.000 less than 0.05. (2) Service quality has an influence on purchasing decisions at Brodo Store Surabaya, with a significance value of 0.042 less than 0.05. (3) Product quality has an influence on brand image, with a significance value of 0.001 less than 0.05. (4) Product quality has an influence on purchasing decisions at Brodo Store Surabaya, with a significance value of 0.006 less than 0.05. (5) Consumer price perception has no influence on brand image, with a significance value of 0.101 more than 0.05. (6) Price perception has no influence on purchasing decisions at Brodo Store Surabaya, with a significance value of 0.057 more than 0.05. (7) Brand image has an influence on purchasing decisions at Brodo Store Surabaya, with a significance value of 0.023 less than 0.05. (8) Service quality, product quality, price perception and brand image simultaneously have an influence on purchasing decisions at Brodo Store Surabaya, with a significance value of F 0,000 less than 0.05. Suggestions that can be given to improve purchasing decisions on Brodo store products in Surabaya are Brodo Store Surabaya should continue to pay attention to the quality of services offered in an effort to improve brand image. That is because, increasingly rapid developments affect customer perception.

Keywords: Service Quality, Product Quality, Price Perception, Brand Image and Purchasing Decisions