ABSTRACT

Syifa Utrujjah Alif: The Influence Of Product Quality And Brand Equity Toward Consumer Purchasing Decision On Muslim Women Zoya's Clothing In Bandung Indah Plaza
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The research was done on Zoya who is second from Shafira branded the company that sells clothing Muslim women. The phenomenon is the basis of this study was a decrease in sales of women's apparel brand Zoya Muslims in Bandung Indah Plaza. This sales decline shows a decrease in consumer purchasing decisions on products. The purpose of this study is to determine the quality of the product, brand equity influence on consumer purchase decisions either partially or simultaneously.

The method used in this study is descriptive and verifikatif by taking a sample from a population of 100 respondents using a questionnaire. The test statistic used is the calculation of Pearson correlation, path analysis, determination coefficient, hypothesis test and also use the help of an applications program SPSS 19.0 for windows .

The results showed a relationship between product quality and brand equity, including categories of moderate or strong enough. That contribute to product quality (impact) of 22.1% on brand equity and the balance of 0.779 or 77.9% influenced by other factors beyond the quality of the product. Then together the quality of product and brand equity to contribute (influence) of 28.3% in consumer purchasing decisions while improving the balance of 71.7% is influenced by factors other than product quality and brand equity. Thus the direct influence of the quality of the product against product purchase decisions Zoya more directly than through brand equity.

Keywords: Product Quality, Brand Equity, Purchasing Decision