

ABSTRACT

This study aims to determine the effect of promotion, brand image, and product quality towards decision to purchase at muslim fashion rabbani. This research uses quantitative methods, and a sample of 190 respondents who are rabbani Customers in the Pondok Aren Tangerang Selatan area using purposive sampling method and The data obtained were analyzed by using PLS analysis technique (Partial Least Square) through the PLS software. The results of this study showed promotion has a significant positive effect on the purchase desicion. Brand image have a did not significant positive effect on the purchase desicion and product quality has a significant positive effect on the purchase desicion.

Keywords : Promotion, Brand Image, Product Quality, Buying Decisions.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, citra merek, kualitas produk terhadap keputusan pembelian Busana Muslim Rabbani. Penelitian ini menggunakan metode kuantitatif dan sampelnya berjumlah 190 yang telah menggunakan Busana Muslim Rabbani di area Pondok Aren Tangerang Selatan menggunakan metode *purposive sampling* dan data yang diperoleh dianalisis dengan menggunakan teknik analisis PLS (*Partial Least Square*) melalui *software* Smart PLS. Hasil penelitian ini menunjukkan bahwa promosi berpengaruh positif signifikan terhadap keputusan pembelian. Citra merek tidak berpengaruh signifikan terhadap keputusan pembelian dan kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian.

Keyword : Promosi, Citra Merek, Kualitas Produk, Keputusan Pembelian

