

ABSTRACT

This study aims to determine how much influence price and brand image have on Wingman Denim either simultaneously or partially.

This study uses a quantitative approach. The research method used is descriptive and verification. The sampling technique used was non-probability sampling with a total population of 482 people and a total sample of 83 people. The analytical method used is multiple linear regression analysis, multiple correlation analysis, analysis of the coefficient of determination, and hypothesis testing using the SPSS 26 program.

The results of the study simultaneously showed that price and brand image had a positive and significant effect on purchasing decisions by 89.4% while the remaining 10.6% were influenced by other variables not examined. Partially, it shows that price has a positive and significant effect on purchasing decisions of 46.7% and brand image has a positive and significant effect on purchasing decisions of 42.7%. So it can be concluded that price has the greatest influence on purchasing decisions.

Keywords: Price, Brand Image, and Purchasing Decisions