

## ABSTRACT

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### **“ANALYSIS OF THE INFLUENCE OF PRICE, SERVICE QUALITY, AND BRAND PROMOTION ON PURCHASE DECISIONS AT H&M LIPPO KARAWACI FOR PELITA HARAPAN UNIVERSITY STUDENTS”**

(VII + 65 Pages : 6 Pictures, 15 Tables, 3 appendixes)

The growth of the fashion industry is driven by the increasing level of community needs, so companies must be able to determine the right marketing strategy in order to survive and win the competition. There are several factors that need to be measured such as Price, Service Quality, and Brand Promotion. Researchers want to examine the effect of Price, Service Quality, and Brand Promotion. Researchers want to examine the effect of Price, Service Quality, and Brand Promotion at the H&M Supermall Karawaci store on purchasing decisions for Pelita Harapan University students. Previous research states that Price, Service Quality, and Brand Promotion have an effect on purchase decisions. The study used 30 respondents as pre-test testing and 150 respondents as actual data testing. The writer team used SmartPLS3.2.2 software as data processing media. Data collection was carried out using a questionnaire. Processing data using validity test, reliability test, multiple regression analysis, and hypothesis testing. The test results prove that the effect of Price, Service Quality, and Brand Promotion has a positive effect on the dependent variable, namely purchase decision. The three independent variables are considered important when buying H&M products.

**Keywords:** Business Strategy, Purchase Decision, Price, Service Quality and Brand Promotion

**References:** 34 (2000 – 2019)