

ABSTRACT

FIKRI ZAELANI 2019, THE EFFECT OF PRODUCT QUALITY AND PRICE ON THE PURCHASING DECISION OF ONLINE MUSLIM FASHION (Survey on Students of the Faculty of Islamic Studies, Siliwangi University).

Along with the development of technology, one of the causes of consumers and students turning to online purchases is the change in the mindset of people to keep pace with the times and ease of student transactions as indicated by the desire of instant technology, rather than coming to the domestic store, therefore online fashion is the solution, online can choose various types of clothes, especially Muslims online in gadgets that are owned without going a step further. The purpose of this study is to find out and analyze the Effect of Product Quality and Prices on Purchasing Decisions on Survey Students in the Islamic Faculty of Siliwangi University, who are Online Fashion Consumers. The method used in this research is the explanatory survey method, which is a method that is useful to explain the causal relationship between variables through hypothesis testing. Data collection methods used are using questionnaires. The analytical tool used is multiple regression. Based on the results of research the product has good criteria, prices have good criteria and purchasing decisions have good criteria. Partially, product quality has a significant effect on purchasing decisions and prices have a significant influence on purchasing decisions, while simultaneously product quality and prices have a significant effect on purchasing decisions.

Keywords: *products of quality, price and purchase decision*