

ABSTRACT

This study aims to determine the effect of sales promotion, perceived quality, and service quality on purchasing decisions with brand awareness as an intervening variable (a study at the Kamila collection syari clothing store, Jepara). This research uses sales promotion, perceived quality, and service quality as independent variables, purchasing decision as the dependent variable, and brand awareness as an intervening variable.

This study uses a population of 150 respondents who are consumers of Kamila Collection Stores. This study took the entire population to be sampled by giving a questionnaire to every consumer who came to the store. The data obtained from the questionnaires were then processed using the AMOS 22 software

The results of the study show that the Sales Promotion variable has a significant positive effect on Brand Awareness, the Perceived Quality variable has a significant positive effect on Brand Awareness, the Service Quality variable has a significant positive effect on Brand Awareness, and the Brand Awareness variable has a significant positive effect on Purchasing Decision.

Keywords: Sales Promotion, Perceived Quality, Service Quality, Brand Awareness, Purchasing Decision