ABSTRACT

The fashion industry in Indonesia has substantial potential that continues to grow rapidly and its influenced by various factors. This study applies the Service-Dominant Logic Theory to analyze the effect of service quality on purchase decisions, with brand image and product involvement as mediating variables. This study aims to analyze the relationship between service quality and purchase decisions through brand image and product involvement as mediators.

The study began with the development of a conceptual framework or research model between service quality, brand image, product involvement, and purchase decisions. The data collection method was quantitative by distributing questionnaires online through Google Forms. This study applied a non-probability sampling method of purposive sampling with a total of 200 respondents who had purchased Lafiye products during the Lafiye Unveils event. Data were analyzed using Structural Equation Modeling (SEM) with AMOS version 21. In this study, brand image and product involvement as mediating variables required the analysis of indirect effects. AMOS facilitated both direct and indirect mediation testing through bootstrapping, which provided more accurate results.

The results show that service quality has a positive and significant effect on purchase decisions. Furthermore, brand image and product involvement were proven to mediate the relationship between service quality and consumer purchase decisions. This demonstrates that the better the service quality provided, the stronger the brand image a company possesses; in turn, a stronger brand image enhances consumer interest in the offered products, ultimately increasing purchase decisions. Therefore, all hypotheses in this study are supported, and the results are expected to serve as a reference and evaluation for the fashion industry in improving consumer purchase decisions.

Keywords: *Fashion Industry, Service Quality, Brand Image, Product Involvement, Purchase Decision.*