

ABSTRACT

Pasar Tanah Abang Jakarta is the largest textile and garment retail and grocery trading center in Indonesia and Southeast Asia, and so the trading activities there are very active and it attracts the textile marketers to earn large sales profit. Nesty Collection is a private label brand fashion firm that has existed and competed in Pasar Tanah Abang for a long time. The increasing numbers of its new competitors of the same business has forced Nesty Collection to devise impeccable marketing strategies to gain competitive advantages over its competitors and to remain in the constantly heated business competition within Pasar Tanah Abang.

This research used five variables which are product design, product quality, competitive price, brand image, and purchase decision. The testing of the hypotheses in this research was conducted by collecting primary data from the online questionnaires given to 102 respondents and then analyzed. The analysis technique used in this research was the Multiple Regression Analysis which was conducted using the IBM Statistical Package of Social Science (SPSS) 22 software program.

This results of this research shows that product design, product quality, competitive price, and brand image variables were positively and significantly affected the firmness of consumers' purchase decision to buy the fashion products of Nesty Collection. Then from this research, it was implied that the competitiveness of price affected the firmness of purchase decision the most, which should be the one to consider first to increase consumers' purchase decisions, then build a good brand image by improving product design and product quality.

Keywords : *Product Design, Product Quality, Competitive Price, Brand Image, and Purchase Decision*