

## **ABSTRACT**

*This research was conducted to analyze the effect of product quality, product design, promotion and price perception on purchase intention of Hardware product located in Semarang. Hardware is a local brand that has existed since 1997. The development of fashion in Indonesia is rapidly increasing which caused fierce competition between businesses. This can be seen from the decline in sales and inability to achieve Hardware's sales target.*

*Sampling technique used in this research is purposive sampling technique by convenience sampling which is choosing respondents who by chance met the researcher. Respondents of this research are consumers who have never bought product, have the desire to buy products and have visited the hardware store in Semarang as many as 100 people.*

*The results of this study indicate that product quality, product design, promotion and price perception have a positive and significant effect on purchase intention. The result of regression equation is  $Y = 0,473 X_1 + 0,266 X_2 + 0,122 X_3 + 0,194 X_4$ .*

*Keywords: product quality, product design, promotion, price perception, purchase intention*