

ABSTRACT

Consumer's decision is a decision that consumer's make when they have to decide among two or more alternative choices. This also happened in competition among sports producer such as swim suit. SPEEDO is one of popular brand in the world. There are a lot of factor that influence buying decision in this SPEEDO brand, such as: quality, price and brand. With good quality, cheaper price, and popular brand, certainly SPEEDO will be much attract the consumers. So, the aim of this research were: (1) To examine influence of quality toward buying decision of pool equipment products SPEEDO. (2) To examine influence of price toward buying decision of pool equipment products SPEEDO. (3) To examine influence of brand toward buying decision of pool equipment products SPEEDO.

This research measured by using regression analysis assist by SPSS. In collection data, this research analyzed primary data obtained from distributing questionnaire about 100 respondents, there were the customers of SPEEDO.

Analysis result showed that : (1) There is positive and significant influence between quality toward buying decision of pool equipment products SPEEDO. (2) There is positive and significant influence between price toward buying decision of pool equipment products SPEEDO. (3) There is positive and significant influence between brand toward buying decision of pool equipment products SPEEDO.

Keywords: *Quality, Price, Brand, Buying Decision.*