ABSTRACT

Rown Division is a distro selling clothings and apparels for men and women that has been established since 2007 in the city of Solo and still grows until now. Rown Division has been designated as the biggest clothing brand in the city and is considered one of the best in Indonesia. Growth in the technology and information sectors has been accompanied by the increasing number of newly eastablished distros in Indonesia in general and Solo in particular. This phenomenon may push Rown Division to increase its product quality and promotion effort in order to stay at the top of the competition.

The purpose of this research is to analyze the amount of influence of product quality, brand image, and promotion in the amount of purchase in the distro. Samples utilized in this research are patrons of the distro that had at least purchased a product in the year 2020. This research use the technique of non-probability sampling with a total of 110 samples. The data from those samples are then processed and analyzed using structural equation modelling with the computer program AMOS.

The result of this research indicate that all four proposed hypothesis has been accepted positively and in significant manner. Product quality, brand image, and promotion have positive influences on repurchase intention. In turn, repurchase intention also has positive inflience on purchasing decision.

Keywords: Product quality, brand image, promotion, repurchase intention, purchasing decision, Distro ROWN DIVISION.