

Abstract

The Effect of Product and Quality on Purchase Decision of Exile

At this present time, the development of start-up business in Indonesia is quite rapid. One of the industrial sectors that dominates the start-up business is fashion. In 2016, fashion contributed to Indonesian GDP of 18.15%. Exile is a start-up business that runs in fashion field, especially men's accessory product. The speciality product from Exile is men's clutch bag which is available in various colors. Exile was established in 2018. From the above survey result shows that community more concern price and quality than other aspects. One of the start-up business in the fashion field is Exile. Exile is a startup business that runs in fashion field especially men's accessories. This research is quantitative, using multiple regression analysis as data analysis method. The sample of this research amounts 80 respondents by using purposive sampling method. The result of this research indicates that price and product quality affect on purchase decision of Exile

Keywords: Price, Product Quality, Purchase Decision

