

ABSTRACT

Fashion brand trend competition, where competition between companies is getting tougher, affects consumer demand for product quality and variety. This is due to consumer interest in the advantages of products that are not in accordance with their lifestyle. This study aims to determine how the influence of product quality, shopping lifestyle and visual merchandising on purchasing decisions for Eiger products in Purwokerto. This study uses quantitative methods. The collected data was tested statistically using multiple regression. This study shows that the demographics of the respondents provide a significant assessment of their purchasing decisions. Demographic factors are gender, age, origin, pocket money, and products used. The results of this study indicate that the variables of product quality, shopping lifestyle, and visual merchandising simultaneously have an effect on purchasing decisions for Eiger products. Some results on product quality do not have a significant impact, but product improvement still needs to be evaluated. The higher the quality of a product, the more attractive consumers are to buy it.

Keywords: *Product Quality, Shopping Lifestyle, Visual Merchandising, Purchase Decision*