

## ABSTRACT

Business developments in the world fashion industry continue to change in a relatively short and fast period. They feature a unique product and shopping experience that offers a wide variety of high-quality products in a sophisticated environment with a distinctive customer. Based on the consumer behaviour of H&M products which includes perceived quality of customers' perception of the overall quality or superiority of a product or service. Promotion of providing information to consumers about the advantages of a product and encouraging them to have it and brand image as the perception of a brand reflects consumers' memories of their association with the brand. This study examines and analyses the effect of perceived quality, promotion, and brand image on purchase decisions through purchase intention as an intervening variable for H&M products.

The study sample included customer who has purchased H&M products with the age of over 18 years old. Data collection techniques using a non-probability sampling technique. The sample in this study was 145 respondents. The hypotheses were tested with the help of AMOS software. The method used in this study is a quantitative method using a structural equation model (SEM).

The results of this study show (1) perceived quality has a positive on purchase intention, (2) promotion has a positive impact on purchase intention, (3) brand image has a positive effect on purchase intention, and (4) purchase intention has a positive effect on the purchase decision. This study significantly extends managerial implications for the H&M fashion industry to focus heavily on the consumer's purchase intention by understanding consumer referential interest to find out whether the products offered by H&M can meet their needs, secondly, focusing on the product's perceived quality by understanding product features by using the best material possible in the production system, thirdly the brand image of H&M by enhancing the company image to increase sales. And lastly, the promotion method by understanding the promotion quantity attracts potential customers.

*Keywords: Perceived Quality, Promotion, Brand Image, Purchase Decision and Purchase Intention.*