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### ***Abstract***

*This study aims to analyze the influence of the variables Influence of Price, Brand Image, Product Quality and Product Design on the Purchasing Decision of Sarong at PT Sukorintex. This type of research uses quantitative. The sampling technique is nonprobability sampling and uses the method of accidental sampling with a total sample determination of 96 respondents. The results are proven to show that the price and brand image variables significantly influence purchasing decisions, while the product quality and product design variables do not influence the purchasing decision of gloves at PT Sukorintex.*

*Keywords: Price, Brand Image, Product Quality, Product Design, Buying decision.*