

ABSTRACT

The Influence of Price, Product Quality and Brand Image on Purchasing Decisions of Implora Products (Case Study of Consumers in South Tangerang)

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This research aims to analyze the influence of price, product quality and brand image on consumer purchasing decisions for Implora products. The research technique uses a questionnaire, with Likert scale measurements. The sampling technique in the research used a purposive sampling method of 126 respondents. The analysis method uses multiple linear regression analysis using IBM SPSS version 25. The results of the analysis show that price, product quality and brand image have a significant influence. Overall, this research provides new insights into marketing strategies for beauty products on price, product quality and brand image on consumer purchasing decisions.

Keywords: *Implora, price, product quality, brand image, purchasing decision*