

ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND PROMOTION ON PURCHASE DECISIONS THROUGH BRAND IMAGE ON SCARLETT WHITENING PRODUCTS

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This study aims to examine the effect of product quality and promotion on purchasing decisions with brand image as an intervening variable on Scarlett Whitening products in Jabodetabek. The method used in this study is quantitative by collecting data through distributing questionnaires with a total of 174 respondents. The data analysis technique was carried out using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 3.0 software to process the data. The results showed that product quality and promotion have a significant effect on brand image, brand image has a significant effect on purchasing decisions, product quality and promotion have a significant effect on purchasing decisions, and brand image has a significant role in mediating between product quality and promotion on purchasing decisions indirectly.

Keywords: *Product Quality, Promotion, Brand Image, Purchasing Decisions, Scarlett Whitening*