

## **ABSTRACT**

### ***The Effect of Promotion, Product Quality and Brand Image on Purchasing Decisions for Skintific Products on E-Commerce***

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*The rapid growth of the skincare industry through e-commerce has propelled Skintific to become one of the best-selling brands. To maintain its position amid competition, the company needs to understand the factors that influence purchasing decisions. This study aims to determine the influence of promotion, product quality, and brand image on the decision to purchase Skintific products. The study was conducted quantitatively on 112 respondents who had purchased Skintific products on Shopee, using purposive sampling techniques. Data was collected through a questionnaire and analyzed using multiple linear regression with SPSS. The results indicate that promotions, product quality, and brand image have a positive and significant influence on purchasing decisions. The implications of these findings suggest that Skintific needs to strategically manage promotions, quality, and brand image to enhance consumer loyalty and competitiveness in e-commerce.*

***Keywords: promotion, product quality, brand image, purchasing decisions, e-commerce, Skintific.***