

ABTRACT

THE INFLUENCE OF PRODUCT QUALITY ON PURCHASE DECISION THROUGH BRAND IMAGE AT EMINA COSMETICS BRAND.

(Case Study on the community in Jabodetabek)

Putri Nur Alifah 1) Dr. (Cand.) Mohamad Trio Febriyantoro, S.E., M.M. 2)

- 1) Student of the Management Study Program, Pembangunan Jaya University.*
- 2) Lecturer in the Management Study Program, Pembangunan Jaya University.*

This study aims to examine the influence of Product Quality, Brand Image and Purchasing Decisions in purchasing Emina Cosmetics' skincare and makeup products. In this study there are 7 (seven) hypotheses to be examined. The type of research used in this study is a type of quantitative research. The objects to be examined in this study are product quality (X1), purchasing decisions (Y), and brand image (Z). In this study, the exact number of populations was not known and the researchers used purposive sampling as a sampling method with a total of 110 samples consisting of three variables and 11 indicators, so that the calculation in multivariate research was the number of indicators $11 \times 10 = 110$, so it was known that the number of samples used in this research is as much as 110 respondents who will be studied. The data was collected through questionnaires and the data analysis technique in this study was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 4.0 software. In the research process, the quantitative research method is the method used with the research object of the people who make purchasing decisions from Emina products and people who live in the Greater Jakarta area. The results of this study indicate that each variable has a positive and significant effect.

Keywords: *Product Quality, Brand Image, Purchase Decision, Emina.*