

ABSTRACT

THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND PRICE ON THE PURCHASE DECISION OF BIO BEAUTY LAB PRODUCTS

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At this time self-care can be said to be an important need in life for some people, the development of the skincare business is now growing rapidly so that it makes a lot of competition between local products and foreign products in the market. Bio Beauty Lab skincare is a safe and quality local skincare. Bio Beauty Lab hopes that their products can continue to increase sales by increasing product purchases. The purpose of this study is to analyze the influence of brand ambassadors, product quality, and price on purchasing decisions. This type of research is quantitative in the form of primary data derived from Bio Beauty Lab product users. Data collection in this study was through a google form containing questionnaires distributed to respondents with a total of 112 respondents. The data is then processed using the SPSS (Statistical Product and Service Solutions) application with the results of brand ambassadors having a positive but not significant effect on purchasing decisions, while product quality and price have a positive and significant effect on purchasing decisions.

Keywords: *Brand Ambassador, Product Quality, Price, and Purchase Decision*