

ABSTRACT

The Effect of Product Quality, Image and Promotion on Purchasing Decisions on Scarlett Bodycare Products

Lisa Arini¹⁾, Edi Purwanto²⁾, Dede Suleman²⁾

¹⁾ Student of Management Study Program, Pembangunan Jaya University

²⁾ Lecturer in the Management Study Program, Pembangunan Jaya University

Beauty is a pride in itself for women, the quiz is for millennials who want to look beautiful and attractive. There are various kinds of ways that someone can go through to get the beauty they want. Scarlett is a beauty product that can brighten the skin because it contains Glutathione and Vitamin E which are great for making skin brighter. Scarlett itself is already one of the most recognized skincare brands in Indonesia. This study aims to determine the effect of product quality, brand image and promotion on purchasing decisions on Scarlett bodycare products. The results of this study indicate that product quality has no effect on purchasing decisions. This is based on the results of the t test which shows a significance value of product quality above 0.05. Meanwhile, brand image and promotion influence purchasing decisions with a significance value of less than 0.05. Simultaneously product quality, brand image and promotion influence purchasing decisions with a significance value of less than 0.05. As well as the results of the test of the coefficient of determination which shows that product quality, brand image and promotions influence purchasing decisions by 89.8%.

Keywords: Product Quality, Brand image, Promotion and Purchase Decision