

ABSTRACT

The Influence of Product Quality and Image on Purchase Decisions for Skintific Products in the South Tangerang Region

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*The purpose of this study was to examine the effect of product quality and brand image on purchasing decisions for Skintific products in the South Tangerang Region. This type of research is quantitative in the form of primary data originating from Skintific consumers in the South Tangerang area. Data collection used purposive sampling by distributing questionnaires to 105 respondents with the help of Google Forms. The analytical method used in this study uses descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis and hypothesis testing (*t* test and *f* test). The results of this study indicate that product quality has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchase decisions and together product quality and brand image have a positive and significant effect on purchasing decisions for Skintific products in the South Tangerang area.*

Keywords : Product Quality, Brand Image, Purchase Decision