

ABSTRACT

THE INFLUENCE OF PERCEIVED VALUE ON PURCHASE DECISIONS MEDIATED BY BRAND PREFERENCE ON MADAME GIE PRODUCTS

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The development of trends that continue to emerge increasingly has an impact on consumers lifestyle, especially in terms of their appearance. Along with the rapid growth in this sector, the beauty market is increasingly filled with various products, one of which is Madame Gie, introduced by Gisella Anastasya, which offers cosmetics at affordable prices and is safe for the skin.

The purpose of this research is to determine the influence of Perceived Value, Brand Preference on purchasing decisions for Madame Gie cosmetic products. The test stages carried out were: validity, reliability, R-Square, F-Square, Q-Square, Bootstrapping and Path Coefficient tests. The data used in this research is primary data which was collected from 110 respondents. Data was obtained through a questionnaire using a Likert scale to measure the data. The testing tool used is SmartPLS 4.0. The research result show that the Perceived Value and Brand Preference variables have a significant influence on purchasing decisions for Madame Gie brand cosmetics.

Keywords: Perceived Value, Brand Preference, Purchase Decision