

# **The Influence Of Purchasing Decisions On Brand Image, Price And Promotion At Sociolla**

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## **ABSTRACT**

*Sociolla is an e-commerce platform dedicated to the beauty industry, with a particular emphasis on cosmetics and skincare products (personal care), is the first in Indonesia to offer the most complete and trusted beauty products. The problem faced by Sociolla is when competition gets more fierce, it becomes a fascinating phenomenon to identify the variables influencing consumer choices. Targeting the right customers has become increasingly challenging due to the multitude of value propositions they encounter. This study focuses on visitors of Sociolla, all of whom are 18 years old or older. The questionnaire was created via Google form and will be distributed through several social media platforms via Facebook, Instagram, Twitter, and WhatsApp. The collected data was then analyzed and interpreted using the IBM SPSS Statistics software Version 26 where the descriptive, reliability, and correlation have been gathered. This study aims to analyze the purchase decision to choose Sociolla. The regression analysis results indicate a significant relationship between the independent variables influence of Purchase Decisions on Brand image, Price, and Promotion at Sociolla have a significant relationship. The author hopes that future researchers will highlight the importance of overcoming current problems faced by a store to increase customer purchase decisions considering that competition is getting tougher because more and more companies are involved in fulfilling consumer needs and desires.*

**Keywords: Brand Image, Price, Promotion , Purchase Decisions**