

**Pengaruh Harga, *Brand Image* Dan Kualitas Produk Terhadap
Keputusan Pembelian Produk Scarlett Whitening Pada
Mahasiswi Politeknik Negeri Jember Jurusan Bisnis**

*The Influence of Price, Brand Image, and Product Quality on the
Purchase Decision of Scarlett Whitening Products among
Business Students at Jember State Polytechnic*

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ABSTRACT

This study aims to determine and analyze the influence of price, brand image, and product quality on purchasing decisions for Scarlett Whitening products among female students majoring in Business at Jember State Polytechnic. This study uses a quantitative approach with a purposive sampling technique for respondents who have purchased and used Scarlett Whitening products. Data processing was carried out using IBM SPSS Statistics 25 through multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results of the study indicate that price (X1), brand image (X2), and product quality (X3) partially and simultaneously have a significant effect on purchasing decisions.

Keywords: price, brand image, product quality, purchasing decision.