

***The Effect Of Product Quality, Brand Image, And Beauty Vlogger
Endorsement On Purchasing Decisions Of Skin1004 Products At Lippo Plaza
Jember.***

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ABSTRACT

This study aims to analyze the impact of product quality, brand image, and support from beauty vloggers on consumer decisions to purchase Skin1004 skin care products at Lippo Plaza Jember. Using quantitative methods and surveys of buyers at Lippo Plaza Jember, the t-test results show that Product Quality (Sig. 0.02) and Brand Image (Sig. 0.001) have a positive and significant effect on Purchase Decisions. On the other hand, Beauty Vlogger Endorsement only had a minor effect on Purchase Decisions (Sig. 0.54 > 0.05). The F test results showed that all three variables had a significant effect on purchase decisions (Sig. 0.000 < 0.05), contributing 80.7% of the total contribution. In conclusion, product quality and brand image are key factors that motivate Skin1004 customers, while content produced by beauty vloggers is more effective when supported by reliable product quality and brand image.

Keywords: Product Quality, Brand Image, Beauty Vlogger Endorsement, Purchase Decision, Skin1004.