

***The Effect of Product Quality, Brand Image, and Price on Purchasing Decisions of The Body Shop at Pakuwon Mall Surabaya***

**Trisna Ayu Setyaningrum**

*International Marketing Management Study Program*

*Business Department*

***ABSTRACT***

*This study aims to analyze the effect of product quality, brand image, and price on purchasing decisions of The Body Shop products at Pakuwon Mall Surabaya. The research method used is a quantitative approach with multiple linear regression analysis. The sample in this study consisted of 40 respondents who are consumers of The Body Shop, selected using a purposive sampling technique. The results indicate that partially, product quality has a significant effect on purchasing decisions with a significance value of 0.038 ( $<0.05$ ), but shows a negative direction, meaning that an increase in product quality is followed by a decrease in purchasing decisions. Brand image has a positive and significant effect on purchasing decisions with a significance value of 0.000 ( $<0.05$ ), indicating that the better the brand image, the higher the consumer purchasing decisions. Meanwhile, price does not have a significant effect on purchasing decisions with a significance value of 0.104 ( $>0.05$ ). Simultaneously, product quality, brand image, and price have a significant effect on purchasing decisions with a significance value of 0.000 ( $<0.05$ ). The coefficient of determination ( $R^2$ ) value of 0.654 indicates that 65.4% of the variation in purchasing decisions can be explained by these three variables, while the remaining 34.6% is influenced by other variables outside the study. Based on the results, it can be concluded that brand image is the most dominant factor influencing purchasing decisions.*

***Keywords:*** *Product Quality, Brand Image, Price, Purchasing Decisions*