

ABSTRACT

This study aims to analyze the influence of product quality, price, and brand image on the purchase decision of MS Glow Stockist cosmetics in Jember Regency. This study uses a quantitative method with a sample of 40 respondents selected using the purposive sampling technique. Data analysis was carried out using multiple linear regression with the help of the SPSS program. The results showed that partially product quality had a positive and significant effect on purchase decisions with a significance value of 0.040 and a regression coefficient of 0.339. Price has a positive and significant effect with a significance value of 0.003 and a regression coefficient of 0.649 and is the most dominant variable. Brand image also had a positive and significant effect with a significance value of 0.001 and a regression coefficient of 0.207. Simultaneously, product quality, price, and brand image have a significant effect on purchase decisions with a significance value of 0.000 and a determination coefficient value (R^2) of 0.602. This shows that 60.2% of purchasing decisions are influenced by these three variables, while 39.8% are influenced by other variables outside of the study.

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