

ABSTRACT

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This study employed a quantitative approach, utilizing a survey technique for data collection. Data were gathered by distributing questionnaires to respondents who use the local skincare product Npure, supplemented by observation and documentation. Data analysis was conducted using multiple linear regression with the aid of SPSS V.25. The findings indicate that the variables of perceived quality (X1), price (X2), and brand image (X3) collectively have a significant impact on purchasing decisions. Individually, the perceived quality variable (X1) showed a positive but statistically insignificant influence, whereas the price (X2) and brand image (X3) variables were found to have an insignificant impact on purchasing decisions.

Keyword : Perceived Quality, Price, Brand Image, and Purchase Decision.