

THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTION ON SKINTIFIC SKINCARE PURCHASING DECISIONS IN TANGERANG RAYA

ABSTRACT

In this modern era, the beauty industry has made tremendous progress. People are increasingly aware of the importance of taking care of the skin. Skin and facial beauty care, especially skin and facial health, has become a lifestyle for many people. Skintific is one of the skincare brands that is quite famous and has been in great demand by the public. The purpose of this study is to analyze the influence of brand awareness, brand image, product quality and price perception on skincare purchasing decisions in Tangerang Raya.

The analysis method in this study uses quantitative primary data. The test stages carried out are: validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, multiple linear regression, F test, t test and coefficient of determination. The data used in this study used questionnaire instruments, and valid data were collected as many as 100 respondents. The sampling method in this study is non-probability sampling with purposive sampling techniques. The testing tool used is SPSS.

The results of the study show that the price perception variable does not affect the purchase decision while the brand awareness variable, brand image, product quality affect the purchase decision and the most dominant variable in the purchase decision is the product quality variable.

Keywords: brand awareness, brand image, product quality, price perception, purchasing decision

(xiii + 68 + Attachments)

Bibliography (2013 - 2024)