

***THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE,
PRICE PERCEPTION, AND BRAND AMBASSADOR ON
PURCHASE DECISIONS OF NPURE FACE TONER CENTELLA
ASIATICA SKINCARE PRODUCTS (CASE STUDY ON NPURE
FACE TONER USERS IN EAST JAKARTA)***

ABSTRACT

Currently, the development of the skincare industry in Indonesia is increasing as time goes by, skincare is an important thing in daily needs. One of the companies present in the skincare industry is NPURE Face Toner Centella Asiatica. The purpose of this study is to analyze the influence of product quality, brand image, price perception, and brand ambassador as well as to find out which variables have the most influence on the purchase decision of NPURE Face Toner Centella Asiatica skincare products.

The analysis method in this study uses quantitative primary data. The data used in this study used a questionnaire instrument, and valid data was collected by 120 respondents. The sampling method in this study is non-probability sampling with accidental sampling technique. The population in this study is consumers who have purchased or used NPURE Face Toner Centella Asiatica skincare products in East Jakarta. The testing tool used is SPSS version 26, with the analysis techniques used, namely validity test, reliability test, classical assumption test, multiple linear regression test, F test, t test, determination coefficient (R^2), and dominant test.

The results of this study show that the variables of product quality, brand image, price perception, and brand ambassador simultaneously have a significant effect on the purchase decision of NPURE Face Toner Centella Asiatica skincare products. The variables of product quality and brand image partially did not have a significant effect on the purchase decision, while the variables of price perception and brand ambassador partially had a significant effect on the purchase decision of the NPURE Face Toner Centella Asiatica skincare product. And the variable that has the greatest influence or contribution to the purchase decision of NPURE Face Toner Centella Asiatica skincare products is the price perception variable.

Keywords: Product Quality, Brand Image, Price Perception, Brand Ambassador

(xiii + 71 + Attachment)

Bibliography (2004-2024)