

THE INFLUENCE OF BRAND TRUST, PRODUCT QUALITY, PRICE PERCEPTION AND PROMOTION ON MASKARA PURCHASE DECISIONS IN JAKARTA CITY

ABSTRACT

In the economy in the modern era, marketing activities are very important, one of which is in the field of cosmetics. Competition in the cosmetics industry is getting sharper because the market value of the cosmetics business is very large and profitable. The purpose of this study was to analyze the effect of brand trust, product quality, price perception, and promotion on purchasing decisions and to find out which variable is the most dominant in purchasing decisions for Maybelline mascara in Jakarta.

The analytical method in this study used quantitative primary data, the test stages carried out were: validity test, reliability, normality, heteroscedasticity, multicollinearity, multiple linear regression, coefficient of determination, F test and t test. The data used in this study used a questionnaire instrument, and 150 respondents collected valid data. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tool used is SPSS.

The results showed that brand trust, product quality, price perception, and promotion variables had an effect on purchasing decisions for Maybelline mascara in Jakarta and the most dominant variable on purchasing decisions for Maybelline mascara in Jakarta was promotion.

Keywords: brand trust, purchase decision, product quality, price perception, promotion

(xiv + 81 + Attachments)

Bibliography (2018 - 2022)