

***THE INFLUENCE OF PRODUCT QUALITY AND PRICE PERCEPTION
ON THE PURCHASE DECISION OF GLAD2GLOW SKINCARE
PRODUCTS***

ABSTRACT

This research is motivated by the phenomenon in the modern era where consumers are increasingly aware of the importance of skin care, making skincare products a primary choice to enhance their appearance. Glad2Glow, a new skincare brand that entered the Indonesian market in 2023, has attracted significant attention from buyers and has intensified competition among brands with aspects of product quality and price perception as key factors influencing consumer purchasing decisions.

This study is quantitative in nature, utilizing primary data collected through online questionnaires (Google Forms) from May 2024 to August 2024. The population and sample consist of all consumers who have purchased or used Glad2Glow skincare products. The independent variables are product quality (X1) and price perception (X2), while the dependent variable is the purchasing decision (Y). The analytical methods include multiple linear regression analysis, validity and reliability tests, and classical assumption tests such as normality tests, multicollinearity tests, heteroscedasticity tests, and hypothesis testing.

The results of this study indicate that (1) the product quality variable partially influences the purchasing decision of Glad2Glow skincare products, (2) the price perception variable partially influences the purchasing decision of Glad2Glow skincare products, and (3) product quality and price perception variables simultaneously influence the purchasing decision of Glad2Glow skincare products.

Keywords: *Purchasing Decision, Product Quality, Price Perception, Glad2Glow Skincare*

(xiv + 58 + attachment)

References (2015 - 2024)