

ABSTRACT

The increasing popularity of South Korean cosmetics in the Indonesian market had raised interest in understanding the factors influencing consumer purchase decisions. This study aimed to analyze the impact of brand image, price, and product quality on purchase decisions.

A quantitative research method was employed, utilizing a survey-based approach with a structured questionnaire distributed to women above the age of 18 who had purchased South Korean cosmetics in Indonesia. The sample was taken using convenience sampling, utilizing Likert's 5-point scale. The collected data were analyzed using multiple linear regression to examine the simultaneous influence of brand image, price, and product quality on purchase decisions. Additionally, the study determined which of these variables had the strongest influence on consumer purchasing behavior.

The results showed that the variables brand image, price, and product quality simultaneously affected purchase decisions. This study also found that brand image was the most influential factor which affected purchasing decisions. The study was expected to provide insights into the extent to which these factors shaped consumer behavior, offering valuable implications for marketers and businesses in the cosmetics industry. By understanding these determinants, companies could develop effective marketing strategies to enhance consumer engagement and competitiveness in the Indonesian market.

Keywords: Cosmetics, brand image, price, product quality, purchase