

## ***ABSTRACT***

*In this study aims to analyze the effect of product quality, price perception, product design on brand image with purchasing decisions, this research was conducted in Semarang specifically using Pixy cosmetics, for the variables in this research are independent variables (product quality, price perception, and product design), the dependent variable (purchasing decision), and the brand image.*

*The population in this study were Pixy cosmetics users in Semarang. The sample used was 109 respondents. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 24.0 program.*

*The results obtained in this study are that product quality has a positive and significant effect on brand image, price perception has a positive and significant effect on brand image, product design has a positive and significant effect on brand image, and brand image has a positive and significant effect on purchasing decisions.*

*Keywords: product quality, price perception, product design, brand image, purchasing decisions.*