

ABSTRACT

This research aims to analyze the effect of product design, brand image, and price perception on purchasing decisions to increase consumer loyalty where purchasing decisions are an intervening variable for users of Viva Cosmetics products in Grobogan Regency. The subjects of this research are users of Viva Cosmetics products in Grobogan Regency.

This research was conducted with a total sample of 153 respondents. The sampling technique uses a non-probability sampling with a purposive sampling method. The analytical tool used in this research is Structural Equation Modeling (SEM). SEM is a combined analysis tool of two separate statistical methods, namely factor analysis and simultaneous equation modeling.

The results of this study indicate that product design and purchasing decisions have a significant effect on consumer loyalty. Meanwhile, brand image and price perception have no significant effect on consumer loyalty. Next, brand image and price perception variables have a positive effect on purchasing decisions. Meanwhile, product design has no significant effect on purchasing decisions.

Keywords: Product Design, Brand Image, Price Perception, Purchase Decision, and Consumer Loyalty.