

ABSTRACT

The developments in the beauty industry have made local cosmetic brands more developed in order to compete in the market. The emergence of Luxcrime as a local cosmetic brand capable of attracting consumer attention. One of the reasons a brand competes is because of quality and pricing. As a result, businesses must be able to develop techniques that encourage positive consumer responses.

This study aims to determine how product quality, price, and brand image influence consumer feelings when making purchasing decisions. Purposive sampling was used in the data collection method. In this study, 124 samples were taken from a questionnaire filled out by women living in Semarang who had previously purchased Luxcrime. The data obtained were processed using SEM analysis from the AMOS program.

The results of this study's data analysis show that product quality and pricing have a beneficial impact on brand image and purchase decisions. Furthermore, this research demonstrates that brand image has a favorable impact on purchasing decisions. Luxcrime must therefore be able to design a brand strategy in order to increase sales.

Keywords: Product Quality, Price, Brand Image, Purchase Decision