

ABSTRACT

Maybelline is an international cosmetic product that is favored by many people. This is evidenced by the inclusion of several Maybelline products in Indonesia's Top Brand Award in 2023. However, based on the data obtained, sales of Maybelline eyebrow pencil products in the last three years have decreased. The decline in sales indicates that customers no longer choose to buy Maybelline products. Therefore, this study explains how customers choose to buy Maybelline products in the midst of increasingly fierce competition based on price, promotion, and product quality. In addition, there are inconsistencies in the results of previous research on the relationship between promotion and purchasing decisions. Thus, these phenomena and gaps are the basis for conducting this research and including brand image variables as intervening variables in it.

This study aims to test and prove that price, promotion, and product quality effects brand image and brand image affects purchasing decisions. Data collection from this study involved 100 respondents with the main criteria of being over 18 years old, domiciled in Semarang City, and using Maybelline products. The data obtained was then analyzed using the Statistical Package for the Social Sciences (SPSS) which was estimated with Path Analysis using IBM SPSS version 26.

Based on the results of the research conducted, price has a positive and significant effect on brand image. In addition, promotion has a positive and significant effect on brand image. This study also found a positive and significant effect on product quality on brand image. Then finally, brand image, which is an intervening variable, has a positive and significant effect on the dependent variable of purchasing decisions. Therefore, all hypotheses in this study are accepted and this research is expected to be useful for the development of marketing strategies for Maybelline products and is expected to be a valuable literature for academic interests.

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