

ABSTRACT

This research aims to analyze factors that can affect purchase decision. Product Quality, Product Design, Price Perception, and Advertise is an element that can influence it. Face powder buyer at Viva Cosmetics in Semarang City will be examined their perception about impact Product Quality, Product Design, Price Perception, and Advertise of a product then it will affect a high purchasing decision by consumers.

This type of research uses explanatory research, with a population of 100 respondents who use and buy face powder Viva Cosmetics in Semarang by way of purposive sampling. Data were collected through a questionnaire with Likert scale measurement. Method of data analyze used correlation, and mutiple regression using SPSS.

The result of the research is Product Quality, Product Design, Price Perception, and Advertise impact purchase decision with positive relationship . It means that when independent factor like Product Quality, Product Design, Price Perception, and Advertise Product Quality, Product Design, Price Perception, and Advertise increasing purchase decision Face Powder Viva Cosmetics in Semarang also increasing significantly. This study concluded that Product Quality, Product Design, Price Perception, and Advertise influense on purchasing decision, either partially or simultaneously.

Keywords : Product Quality, Product Design, Price Perception, Advertise dan Purchasing decisions