

ABSTRACT

This research was conducted with the aim of examining the influence of brand image, price perception, and discounts on purchase decisions, with purchase intention serving as a mediating variable among Wardah product consumers in online marketplaces. The research employed a quantitative approach, with data collected through questionnaires distributed to 120 respondents who had purchased Wardah products at least twice on a marketplace. The data obtained were analyzed using the Partial Least Squares (PLS) method with the support of SmartPLS version 4 software.

The findings indicate that brand image has a positive and significant effect on both purchase intention and purchase decision. Similarly, price perception was also found to have a positive and significant effect on both variables. Meanwhile, discounts showed a positive but not significant effect on purchase intention. Furthermore, purchase intention was proven to have a positive and significant effect on purchase decision and serves as a mediating variable in the relationship between brand image and price perception with purchase decision.

The implications of this study suggest that companies should prioritize marketing strategies that emphasize strengthening brand image and setting competitive prices to foster greater consumer purchase intention. Conversely, promotional strategies based on discounts should not be the main focus, as their contribution to significantly influencing purchase decisions is relatively limited.

Keywords: *Brand Image, Price Perception, Discount, Purchase Intention, Purchase Decisio*