

ABSTRACT

As public awareness of the importance of skincare increases, the skincare industry in Indonesia is experiencing rapid growth, leading to increasingly fierce competition between brands. One local skincare brand that is able to compete is Somethinc. In this environment, companies need to understand the factors that influence consumer purchasing decisions, including product quality, price, and brand image. This study aims to examine the influence of product quality, price, and brand image on consumer purchasing decisions for Somethinc skincare products. The variables used in this study are product quality, price, and brand image as independent variables, and purchase intention and purchase decision as dependent variables.

This study utilized primary data obtained from questionnaires distributed to consumers of Somethinc skincare products. The sampling technique used was non-probability sampling with a purposive sampling technique using questionnaires for data collection. The sample size for this study was 250 female and male respondents who use Somethinc skincare products. Data analysis used the Partial Least Squares – Structural Equation Model (PLS-SEM) analysis method using SmartPLS 3.3.3 software.

The results of this study indicate that product quality, price, and brand image have a positive influence on purchasing decisions for Somethinc skincare products, with purchase intention as an intervening variable.

Keywords: *Product quality, Price, Brand image, Purchase intention, Purchase decision*