

ABSTRACT

This research is motivated by the increasing growth of beauty clinics and offer various range of benefits for fulfilling the society' needs especially women in field of beauty and skin health. Larissa Aesthetic Center is one of the beauty clinics which try to meet those needs by featuring the use of natural raw materials. This research aimed to analyze the effects of price perception (X1), product quality (X2), product differentiation (X3), quality of service (X4) and promotion (X5) on purchase decisions (Y) in Larissa Aesthetic Center Semarang.

Method which used in this study is questionnaires method toward 100 respondents who also consumers of Larissa Aesthetic Center Semarang with incidental technique. By using SPSS software, five hypotheses were formulated and tested using regression analysis.

Results of this research showed that among five independent variables, the most positive impact and significant variable on purchasing decisions is price perception. Therefore, this study conclude that Larissa Aesthetic Center Semarang should keep consumer's perception of its product prices and improve product quality in order to meet the outcomes in accordance with the wishes of consumers.

Keywords: Perceptions of Price, Quality Products, Product Differentiation, Promotional, Purchasing Decisions