

The number of cosmetic products on the market both domestically and abroad affect one's attitude towards the purchase and consumption of goods, in terms of brand image, product quality, and price. It affects the sales volume of products per year. One of the cosmetic products, namely PT. Orindo Alam Ayu or Oriflame. Student as the market share of cosmetics Oriflame products have a high requirement for the supporting performances.

This study analyzed the variables - variables of brand image, product quality, and price. The third variable affects positively on willingness to buy. The study was conducted to 100 respondents who qualify by giving questionnaires to be completed.

Multiple Regression analysis of the results showed that there was no correlation between the independent variables in the regression model used in this study. Reliability test results show that the concept of variable Brand Image, Product Quality, Price, and willingness to buy fit for use as a measuring tool. Testing the hypothesis suggests that the three hypotheses have been received which qualifies $t_{count} > t_{table}$ with a probability < 0.05 .

Keywords: brand image, product quality, pricing, willingness to buy.

ABSTRAKSI