

ABSTRACT

Companies must work hard to market their products in the face of intense competition by consistently trying to be innovative and unique. They can do marketing through influencers, improve brand image and product quality, but there are still problems or phenomena that occur, therefore companies must overcome them so that decisions can be made. purchases at Wardah cosmetics.

The aim of this research is to examine how influencers, brand image and product quality influence consumers' decisions to purchase Wardah cosmetics in Bandung. Nonprobability sampling with a purposive sample type is used in the sampling procedure. by giving questionnaires to 200 respondents. Quantitative methods are used in the research approach. Using IBM SPSS version 26, multiple linear regression analysis and descriptive data analysis are the data analysis methods used.

The results of the analysis show that the better the influencer can improve purchasing decisions, the better the brand image can improve purchasing decisions, and the better the quality of the product can improve purchasing decisions. Suggestions to companies are that influencers must provide honest reviews on Wardah cosmetic products, Wardah must continue innovative to improve brand image and change formulas for better product quality.

Keywords: *Influencer, Brand Image, Product Quality, Purchasing Decisions, Wardah*