

## **ABSTRACT**

Lifestyle continues to thrive in the modern era to make everyone pay attention to a good appearance, especially women who currently want a beautiful and attractive appearance to support their activities. Cosmetic is became one of needs of women even today cosmetic products have been also consumed by men. The need of cosmetic evidenced by the higher increase in sales of cosmetics that occurred in Indonesia. Cosmetics sales volume growth underpinned by increased demand, especially from middle-class consumers. VORWERK GROUP is one of the companies that producing cosmetics, namely JAFRA Cosmetics International, these cosmetics have managed to create a good brand image and its name is able to strongly attached minds of consumers, and managed to dominate the international and national markets recently. The purpose of this research is 'To know what factors that influence the purchasing decisions of JAFRA cosmetic products and to determine the most dominant factor to purchasing JAFRA cosmetic products?'

This research is using descriptive and quantitative method. This research specifically examined 12 variables there are, quality, store locations, promotions, brand, price, experience, confidence, self-image, the normative influence, attitudes, demographics and perception. After conduct literature review, data were collected through online questionnaires to 100 people who never make purchases of JAFRA cosmetic products. Sampling technique in this research using simple random sampling. And a data analysis technique using the analysis of factors.

The results of this research indicate that there are three factors that influence the purchasing decisions of the cosmetic products JAFRA, which is a factor in consumer behavior with a eigenvalue of 5.573%, a factor action prapurchase with eigenvalue of 1.894%, and the factor of action post-purchase with eigenvalue of 1.010%.

Based on the results of research and analysis that has been done, it can be concluded that the most dominant factor in influencing the purchasing decision of the JAFRA cosmetic products in this study is a factor in consumer behavior with a eigenvalue of 5.573%, which includes beliefs, attitudes, and demographics.

Keywords: factor analysis, purchase decision