

## **ABSTRACT**

*Along the development of the era, cosmetics become the primary needs for some women and men, this provides an opportunity for the cosmetics industry in Indonesia, so there are many new brands in the market that can cause competition is quite tight. This study aims to analyze the effect of Brand Personality on Purchase Decision by through Perceived Quality as Intervening on Maybelline New York cosmetics in Bandung. This research is a quantitative research with descriptive-causal method. The sampling technique used is non probability sampling with purposive sampling type. Consumers of Maybelline New York users in Bandung are not known, so the population is definitely no data. While for sampling taken 100 respondents.*

*Based on the results of research, can be concluded Brand Personality to Perceived Quality cosmetics Maybelline New York products partially. Quality Perceptions are partially significant to the Purchase Decision of Maybelline New York cosmetic products. Indirect Brand Personality through Perceived Quality against Purchase Decision has a greater influence on Maybelline New York direct products*

***Keywords : Brand Personality, Perceived Quality, Keputusan Pembelian***