

## ABSTRACT

Innisfree are is one of the brand's origin South Korea engaged in the fields of cosmetics and facial treatments are made from natural and organic. Innisfree are well-known brand is natural beauty of Korea offering beauty products inspired by and made from natural ingredients from the island of Jeju. So the researchers aim to know and explain how large a factor analysis of the factors affecting the purchasing decision innisfree are cosmetic.

The variables used in this research, namely product quality (X 1), performance, Reliability, suitability, Fiktur with spesifik, durability, serviceability, aesthetics, quality of prepared, brand image (X 2) image makers, image of user, image product price (X 3) description price price quality, suitability, price competitiveness, price kesesuaian with benefits, and promotion (X 4), advertingsing, sales promotion, event experiences, online and social mediamarketing, mobile marketing, direct and data marketing, marketing selling.

The research method used is the quantitative methods of research used is persial and causal. Data analysis method used in this research is descriptive, methods of analysis and multiple linear regression analysis. sampling done by the method of non-probability sampling with samples as many as 100 respondents and population are not known with certainty.

Based on the results of the analysis of four independent variables Variables (X) which consists of (X 1), brand image (X 2) (X 3) promotion (X 4) towards the dependent variable (Y) purchase decision can be seen in the calculation of the coefficient of Determination (R<sup>2</sup>), which amounted to 0.766 or 76.2%. While the rest of 23.8% is affected by other factors which are not examined. Independent (X) which consists of product quality (X 1), brand image (X 2) (X 3) promotion (X 4) together in the same or the simultaneous effect of cosmetic purchase decisions significantly to innisfree are.

**Keyword: purchasing decisions, brand image, price, promotion.**