

## **ABSTRACT**

*Technological developments have led to the need for human life becoming increasingly increasing. Not only the basic needs of increased but lifestyle needs also increased, one of the lifestyle changes experienced by society today is the men who start to think and act to show the feminine side in him. In fact men have a strong and masculine appearance to demonstrate the nature of his manhood. But nowadays men start to care and want to have a healthy facial skin that is bright, so that men begin to be interested in using skin care products or skin care that should be tended by women. The purpose of this research is to know how to influence the quality of products, prices, promotions and brands on the interest of purchasing skin care in men in the city of Bandung.*

*The variables used in this study were the quality of products, prices, promotions and brands taken based on previous research conducted by Sudath Weerasiri in Sri Lanka. The method used in this study is quantitative and the type of statistical analysis is inferential. The data used is primary and secondary data through interview techniques, questionnaires, and library studies. The population in this study is a male user and not a skin care user in the city of Bandung known for its number. The sampling technique used is a sampling cluster and then taken 100 samples randomly. The data analysis technique used is a multiple linear regression analysis through SmartPLS.*

*From the results of data processing, product quality has the value of loading factor 0517, price 0584, promotion 0119, brand-0.005. However, based on the product quality variable hypothesis test results get t-Statistic value 2,855, price 7,334, brand 0049 and promotion 1,336. So it can be interpreted that the product quality variables and prices proved to affect the interest in purchasing skin care in men in the city of Bandung because it has a greater value of T-table (1,960). Promotion and brand variables proved to be no effect because they had a smaller T-statistic value than a T-table. R-square results have a value of 0910 which means that the 91.0% interest in purchasing men's skin care in Bandug is influenced by variables in this study and the remaining 9.0% are influenced by this research factor.*

*In conclusion, the product quality variables and prices affect the interest in the purchase of skin care in men in the city of Bandung, but the promotion variables and brands have no effect. Advice for skin care producers to improve the quality because consumers want real results from the use of skin care and to take into account the pricing of skin care to be more affordable.*

*Keywords :Skincare, quality, price, promotion, brand*