

## **ABSTRACT**

*Humans are social creatures who cannot live alone, interconnect and socialize. Likewise compile someone to make a purchasing decision, one of the purchasing decision factors caused by external factors is the influence of peer groups (peer groups). In peer groups there is conformity, social facilitation and polarization which are factors that a person can be facilitated by his group. The influence of peer groups in this study namely, purchasing decisions on Wardah cosmetics. This study aims to understand the majority of conformity, social facilitation and polarization of purchasing decisions. Respondents used in this study numbered 100 people and are vulnerable women aged 20-35 in the city of Bandung. Non-Probability Sampling used is a sample collection method, and the type is purposive sampling. The data analysis technique used is descriptive analysis and multiple linear regression analysis. Based on the results of the data conducted, there is a value of the influence of conformity, social facilitation and polarization of 24.8% while 75.2% is accepted by other variables not discussed in this study.*

*Keywords: Conformity, Social facilitation, Polarization, Purchasing Decisions.*