

ABSTRACT

In the current global era, the development of the world is getting faster, in the past competition the company is required to obtain a competitive advantage in competition. Indonesia has a sizeable population which is a very potential market for the cosmetics industry. One of the cosmetic brands in Indonesia is Innisfree. Innisfree cosmetic user behavior in Indonesia can not be ascertained, research needs to be done to find out great about the brand image, product prices in the decisions taken by customers to buy these products.

This research was conducted on Innisfree cosmetic products using brand image and product prices as independent variables and the dependent variable in this study is the purchase decision. Data collection was carried out by distributing questionnaires of 400 respondents, descriptive analysis techniques and multiple linear regression analysis using SPSS 24 for windows.

This study shows that partially brand image and product prices have a significant effect on purchasing decisions. Simultaneously, brand image and product prices have a significant effect on purchasing decisions. The coefficient of determination test results obtained 61.2% of the purchase decision on Innisfree products. While the remaining 38.8% is another factor not examined in this study. Based on the research results, Innisfree should improve its brand image, product prices and purchasing decisions.

Keywords: Brand Image, Product Price, Purchase Decision, Innisfree Products.