

## ABSTRACT

*This research is motivated by the development of the cosmetic industry in Indonesia which is currently quite large and growing rapidly. Indonesia is one of the cosmetic markets that promises to be for producers who want to develop it domestically. The increase in the cosmetics industry is also based on the trend of people starting to pay attention to body care products as their main need. Nowadays, skin and beauty care has become a necessity for all levels of society, especially women who have become the initial targets of the cosmetic industry. One of the well-known cosmetic companies in Indonesia is Paragon Technology and Innovation with its cosmetic brand, Wardah Indonesia. Due to the large number of new cosmetic brands, Wardah cosmetics experienced a decline in sales. This made Wardah try to increase his sales. This study aims to examine the effect of Product Quality, Service, Lifestyle, and Beauty Advisor on Wardah Cosmetics Purchase Decisions in Indonesia.*

*The research method used in this study is a quantitative method with a descriptive approach, using SPSS 26 software. The sampling technique used in this study is purposive sampling, with a total of 100 respondents.*

*Based on the results of hypothesis testing (t-test), product quality has a positive and significant effect on purchasing decisions, service has a positive and significant effect on purchasing decisions, lifestyle has a positive and significant effect on purchasing decisions, and beauty advisor has a positive and significant effect on purchasing decisions. Based on the results of hypothesis testing (f-test), product quality, service, lifestyle, and beauty advisor simultaneously influence the purchasing decision for Wardah cosmetics in Indonesia. Based on the coefficient of determination, it is found that the quality of the product, service, lifestyle, and beauty advisor has an effect of 31% on purchasing decisions and the remaining 69% is influenced by other factors.*

**Keywords:** *Product Quality, Service, Lifestyle, Beauty Advisor, Buying Decision*