

## ***ABSTRACT***

This research is motivated by the phenomenon of the beauty industry in Indonesia, currently the beauty products that appear in Indonesia are very diverse, such as *cosmetics, skincare, body care* and beauty clinics. Scarlett Whitening is one of the companies that is active in the beauty industry, in 2021 Scarlett Whitening is the second best-selling skincare in *e-commerce* but information on Google Trends in 2021 Scarlett has decreased interest and based on the results of the *pre-survey* there are still problems with buying interest. *skincare* at Shopee. This study aims to determine the effect of Product Quality, Service Quality and Price on Interest in Buying *Skincare* Scarlett Whitening *Official store* at Shopee.

Collecting data in this study through the distribution of questionnaires and using descriptive quantitative data analysis. Sampling is done by *non-probability sampling* is by *purposive sampling technique*. The sample used in this study were consumers who had visited *official store* at Shopee, with a total of 100 respondents. The method of analysis in this study is multiple regression analysis and the analytical tool used with the help of SPSS version 26.

Based on the results of research from descriptive analysis shows that the variables of product quality, service quality and price are included in the good category. The results of multiple linear regression analysis can be concluded that the variables of product quality, service quality and price have a positive and significant effect on Buying Interest in *Skincare* Scarlett Whitening *Official store* at Shopee, either partially or simultaneously. Based on the results of the coefficient of determination test obtained a value of 79%. While the remaining 21% is influenced by other factors not examined in this study.

***Keywords: Price, Product Quality, Purchase Intention, Service Quality.***