

## **ABSTRACT**

*The cosmetic industry in Indonesia has proven its activities with a very rapid increase in sales. This is evidenced by the significant increase in cosmetic sales in Indonesia from 2012-2021 with an average of 0.5 (US\$ million). This is due to the human need to appear more confident in everyday life which makes cosmetics a primary need today. One of the local cosmetic brands that is popular and familiar to Muslim women in Indonesia is Wardah. Wardah managed to become the market leader of cosmetics in Indonesia. In order to maintain this position, Wardah must be able to develop its business so that it can compete with national and global markets. One of them is to determine the factors that influence the purchase decisions of consumers.*

*This study aims to analyze and determine how much influence the brand image and product quality on purchase decisions through the perceived value to cosmetic products Wardah in Indonesia. The method used to solve problems that quantitative method with cross sectional. Primary data was collected using a questionnaire/survey technique using the help of gdocs, and secondary data was obtained through literature studies through papers, journals, scientific articles, reports, books, official agency data and other related sources. The number of samples of consumers of Wardah products in Indonesia used in this study were 385 respondents. Research data processing was carried out using statistical analysis of Structural Equation Modeling (SEM) with Smart-PLS ver 3.0.*

*The results of this study indicate that (1) brand image has a positive and significant influence on purchasing decisions, (2) brand image has a positive and significantly greater influence on purchasing decisions if it is through perceived value, (3) product quality has a positive and significant influence on purchasing decisions. purchasing decisions, (4) product quality has a positive and significantly greater influence on purchasing decisions if through Perceived Value, (5) Perceived Value has a positive and significant influence on Purchase Decisions. With all the results above the criteria, namely the T-statistics value  $> 1.64$  and the P-Value  $< 0.05$ . Suggestions for companies by making programs related to making products that are always suitable for the skin of consumers, consistent product ingredients composition, and affordable prices.*

**Keywords:** *Brand Image, Perceived Value, Product Quality, Purchasing Decisions, Wardah.*