

ABSTRACT

Indonesia is one of the countries where the trend of skin care and self-care is growing rapidly. Not only for women but also for men, following the trend of self-care, supporting good looks and adding attractive value. "Men's grooming", is increasing. For this reason, male self-care is getting more and more attention, and the male self-care industry is growing. It is important to take care of the skin for men regularly, especially for those who are outside every day. This study is a quantitative study where the population in this study are all users of skincare Garnier men in Indonesia. This study aims to determine the effect of brand image, price perception and purchasing decisions on Garnier's consumer of male skincare users in Indonesia. The variables in this study are brand image and price perception as independent variables. And the purchase decision variable as the dependent variable. The results of the first regression show that there is a significant influence between brand image on purchasing decisions on Garnier Men skincare. The results of the second regression indicate that there is an influence of price perception on Garnier Men's skincare purchasing decisions. Based on research that has been conducted on Garnier consumers, male skin care users in Indonesia, regarding the impact of brand image and perceived price on purchasing decisions of men's skincare at Garnier Men.

Keywords: Brand Image, Perceived Price, Purchase Decision, Men's Skincare, Quantitative Method.