

ABSTRACT

In this study, there is a phenomenon that Luxcrime has increased sales from 2021 to 2022, but in terms of top sales of cosmetic products, Luxcrime is still below Maybelline and Makeover. This research was conducted with the aim of knowing how much influence Brand Image and Social Media Marketing have on Purchasing Decisions for Luxcrime consumers in Bandung.

The type of research conducted was quantitative, the population used in this study were consumers who had purchased Luxcrime products and used the quantitative method with 100 respondents who participated in filling out questionnaires through online media selected through simple random sampling or probability sampling.

Based on the results of the descriptive analysis of the Brand Image and Social Media Marketing variables as a whole in the very good category. Partially, the influence of the Brand Image variable is 47% and the Social Media Marketing variable is 21%, on the Consumer Purchase Decisions of Luxcrime in Bandung. The simultaneous effect on Brand Image and Social Media Marketing variables is 70.5% and the remaining 29.5% is influenced by other variables not examined in this study. Simultaneously the dimensions of the Brand Image and Social Media Marketing variables have a positive and significant effect on the purchasing decisions of Luxcrime consumers in Bandung.

Keywords : *Brand Image, Social Media Marketing & Purchasing Decisions*