

ABSTRACT

This research was conducted to find out how much influence product quality has on purchasing decisions for Maybelline superstay matte ink liquid matte lipstick products (a case study on generation z). Where in this study aims to determine the effect of each variable product quality and purchasing decisions in this study.

The research method used in this research is quantitative method, the purpose of this research is descriptive research with causality type, in this research using non-probability sampling technique with purposive sampling technique and using Bernoulli's formula so that the results obtained are 100 respondents. In this study, collecting data using online questionnaires distributed on social media such as Instagram, Line Group, and Whatsapp Group. Data collection through questionnaires was carried out by giving various questions to respondents to answer.

Based on the analysis of research data that has been carried out and developed, it can be concluded as follows, Product quality has a significant effect on purchasing decisions for Maybelline SuperStay Matte Ink Liquid Matte Lipstick products, product quality has a significant effect on Maybelline brand image, Maybelline brand image has an effect on In purchasing decisions for SuperStay Matte Ink Liquid Matte Lipstick products, product quality has a significant effect on purchasing decisions through brand image as an intervening variable, so Maybelline needs to pay attention to its brand image in order to help improve purchasing decisions.

Keywords: Purchase Decision, Product Quality, Marketing