

ABSTRACT

The cosmetics industry is currently in line with technology, as evidenced by the many beauty e-commerce sites in Indonesia, likes Sociolla, Beauty Haul and Sephora. However, based on the pre-survey and preliminary observation, it is known that there is an effect of price and quality on purchasing decisions. Therefore, research was conducted with the aim of knowing the effect of product quality, price and quality and price on purchasing decisions in beauty e-commerce. This research is a causality study with a descriptive method, using a quantitative approach to analyze the numerical data from the questionnaire. The data collection technique uses a questionnaire distributed via Google Forms with a sample of 316 people. The results show that (1) there is an influence of product quality on purchasing decisions at Beauty e-commerce (Sociolla, Beauty Haul and Sephora). Product quality based on respondents' assessment focuses on the period of use, likes choosing products with a long expiration date. (2) There is an influence of product prices on purchasing decisions at Beauty e-commerce. Product prices based on respondents' assessments focus on selling prices, buyers will choose products that have discounts compared to products with high prices even though they are useful (3) There is an influence from product quality and product prices on purchasing decisions at Beauty e-commerce. Product quality and product price affect purchasing decisions. The magnitude of the influence is 34.9% while the rest is influenced by other variables that are not variables of this study (4) Respondents' assessment of the influence of product quality and price on purchasing decisions at Beauty e-commerce is that both have an influence on the decision process purchases on Sociolla, Beauty Haul and Sephora.

Keywords: *Product Quality, Price, Purchase Decision, Beauty e-commerce*