

## **ABSTRACT**

*This study aims to determine the effect of Brand Awareness and Brand Image on Purchasing Decisions for Skintific products on consumers. Skintific products are beauty products that have been recognized throughout the world, especially Indonesia as one of the big skincare products that are active on social media.*

*This study uses descriptive quantitative research methods. The data source used is primary data through questionnaires distributed using Gform online. This study used a sample of 400 respondents from Bandung residents who have used Skintific products. This study uses statistical tests using SPSS 23.0 with classical assumption tests, validity and reliability, descriptive analysis tests, multiple linear regression and hypothesis testing.*

*Based on the results of data analysis, the results of this study can be concluded that Brand Awareness has a positive and significant effect on Purchasing Decisions. This shows that the better the level of brand awareness in the community provided by Skintific to consumers, the more purchasing decisions will increase on Skintific products. And Brand Image also has a positive and significant effect on Purchasing Decisions. This shows that the better the image that Skintific has in the community, the more it will increase people's Purchasing Decisions on Skintific products. The Brand Awareness and Brand Image variables simultaneously have a positive and significant effect on Purchasing Decisions. This shows that the existence of brand awareness and also the assessment or image of a brand in good society will increase the Purchasing Decision of Skintific products.*

*Key Words: Skintific, Brand Awareness, Brand Image, Purchase Decision*