

## **ABSTRACT**

*This study aims to determine and analyze the effect of brand loyalty and brand image on the purchase decision of Wardah products for consumers in the city of Bandung. This research was conducted based on the quantitative approach used, using a questionnaire distributed to 100 respondents; and the sample of this study are consumers who have purchased Wardah products in the city of Bandung. Data were analyzed using multiple linear analysis, coefficient of determination test, t test and F test. The results showed that brand loyalty and brand image had a significant effect on purchasing decisions for Wardah products in the city of Bandung.*

*Keywords- Brand Loyalty, Brand Image, and Purchase Decision.*