ABSTRACT

The market changes as a result of how quickly cosmetics and skin care products improve from year to year. Finding out how Indonesian consumers' views of Scarlett Whitening's quality and price impact their purchasing decisions is the major goal of this study. The quantitative approach with the transmission of descriptive data is the one that is most suitable for this investigation. It is a non-Probability approach that is used for sampling. Scarlett Whiteing customers in Bandung who provided 115 responses made up the study's sample. Multiple linear regression analysis is the methodology used for data analysis. The findings demonstrate that both price and product quality influence purchases in a favorable way. The Bandung Scarlet Whitening study's R2 test findings demonstrate that consumers' purchase decisions are significantly influenced by both product quality and price.

Keywords