

ABSTRACT

The purpose of this study was to determine the influence of product attributes consisting of variable branding, packaging and product quality on the purchase decision process. This type of research is descriptive and causal research, using convenience sampling technique. The number of samples taken were 100 respondents, drawn from the users of The Body Shop in the city.

Based on regression analysis techniques, simultaneously, the effect of brand, packaging and product quality on the purchase decision process was 21.6%. Partially, the quality of the product has the greatest influence on purchasing decisions by 80.6%, the packaging has an influence on the purchase decision process by 8.7% and the brand have the smallest effect on the purchase decision process by 8.7%.

Producers also need to be able to create or creative so that the product has the quality that really has proven its superiority so that when customers compare the quality cosmetics. Cosmetics The Body Shop with others, they will not be disappointed. And should The Body Shop able to maintain or even improve the quality of its products in the eyes of consumers in order to enable consumers to make purchasing decisions, by maintaining and minimize product The Body Shop of forgery committed by a number of elements, through the provision of adequate knowledge and information about ciri- physical characteristics the Body Shop products original consumer.

Keywords: Attributes of products, the purchase decision process, The Body Shop