

## **ABSTRACT**

*Indonesians tend to have dry and dull skin due to the intensity of their sun exposure in the tropical season. Some cities in Indonesia have unhealthy air quality. Gray air is a sign of unhealthy air quality. Consumers should beware of unwanted products, such as products that do not include BPOM. When consumers feel the need for the item to be purchased, they begin to make a purchase decision. The purpose of this study was to understand and evaluate the extent to which product quality impacts on purchasing decisions for Scarlett Whitening body. Scarlett Whitening body lotion, to understand and evaluate the extent to which the impact of price on purchasing decisions for Scarlett Whitening body lotion products Scarlett Whitening body lotion products, to assess the extent of the joint impact of product quality and price on purchasing decisions for Scarlett Whitening body lotion products Scarlett Whitening body lotion products.*

*This study uses quantitative methods and Cochran samples, with a total of 153 respondents. This study also uses questionnaire analysis, and literature review. Data analysis technique used in this study are causal analysis and multiple linear analysis.*

*With the conclusion drawn regarding the relationship between product quality and purchasing decisions based on the considerations of  $t$  count 3,028 and  $t$  tabel 1,984. The result is that  $H_{a1}$  accepted, indicating that product quality has a significant positive effect on purchasing decisions. This hypothesis can be accepted at a significant level of 0,003. The influence that the price variable has on purchasing decisions can be identified by the calculated  $t$  value which exceeds the  $t$  tabel value, which is  $7,777 \geq 1,984$ . Therefore, it can be concluded that  $H_{a2}$  is accepted, indicating that there is a significant positive effect of price on purchasing decisions partially. These results support the second hypothesis, which can be accepted with a significant level of 0,000. The influence between product quality and price variables on purchasing decisions reaches a percentage of 53,5%, while the remaining 46,5% is influenced by other variables not included in the study. The results of the  $F$  test show that the two variables, namely product quality and price, together have a significant effect of  $0,000 \leq 0,05$  and the calculated  $F$  value is 86,217  $F$  tabel, namely 3,07. Thus, it can be concluded that product quality and price together have a significant effect on purchasing decisions on Scarlett Whitening body lotion products.*

**Keywords: Product Quality, Price, and Purchase Decision**