

## **ABSTRACT**

*The Body Shop is one of the brand cosmetic and body care. Based on Top Brand Award 2015, The Body Shop has a first rank of the category body mist and body butter. Both are the best products of The Body Shop. There are two shortcomings about choosing cosmetics and body care : price and perception of product quality .This research aims to know the influence of customer experience The Body Shop towards buying decision process.*

*Respondents of this research are consumers who have already purchased a product of The Body Shop in Trans Studio Mall Bandung, with the number of samples 100 respondents. This research is descriptive causal research, the technique of data analysis in this study a simple linear regression analysis.*

*Most of respondents are female, between the age of 17-24 years old, the majority of whom are students and with average income below Rp 2.000.000 . the category of product that is mostly chosen is body care, the product used less than 1 year, the frequency of purchasing as much as 1-3 items in a month.*

*The result of this research shows that the influence is significant in the rate of 60,7% and the rest, in the rate of 39,3% might affect, but they consist of other factors such as price and perception of product quality, as well as other factors that are not observed in this study.*

***Keyword : Body Care ,Customer Experience, Purchase Decision Process.***