

ABSTRACT

The rapid development of the cosmetic industry has made the producers compete each other in giving the best of products that become the target to fulfill the demand of the consumers. That necessity has a direct impact towards the demand of multiple types of cosmetics, one of them is the cosmetics brand MAKE OVER. There are many things that influence the consumer to purchase a product, one of them is the attribute of the product that is a major consideration in deciding whether to purchase product or not. This research has the purpose to discover the product's attribute that consists of product quality, product feature, style dan product design towards the decision making process in purchasing MAKE OVER cosmetics product at MAKE OVER store Paris Van Java Bandung.

The research type used in this research paper is descriptive and causal with the method of nonprobability sampling with 100 sample respondents. This research also used the double linear analysis technique for its counting method.

The result from this research partially, only the product quality variable that has a significant impact towards the decision making process to purchase MAKE OVER cosmetics product. For the cosmetics product MAKE OVER, to increase the quality of the product itself that becomes the respondent's benchmark to purchase MAKE OVER cosmetics product.

Key Word : Product Attribute, Decision Making Process, MAKE OVER