

ABSTRACT

The rapid growth of the cosmetics industry in Indonesia is also influenced by the entry of a number of cosmetic manufacturers, most of whom come from abroad. The emergence of foreign cosmetics at more affordable prices has tightened the competition for the cosmetics industry in Indonesia. The beauty industry is experiencing constant development and improvement, this is evidenced by the many types of cosmetics on the market, one of which is Mustika Ratu. Mustika Ratu is one of several companies that has hopes, namely that consumers have high purchasing decisions for the cosmetic products they produce. The purpose of this study was to examine the effect of product quality and price on purchasing decisions of Mustika Ratu cosmetic products in Yogya supermarkets, Bandung city. This type of research is a causal descriptive study using a quantitative approach the data analysis technique used multiple linear regression. Sampling was carried out by non-probability sampling method with purposive sampling technique. The samples taken in this study were 100 respondents who had bought Mustika Ratu cosmetics in Yogya supermarkets in Bandung and resulted in the conclusion that product quality and price had an influence on product quality with the coefficient of determination from the calculation results of 0.647 or 64.7%.

Keywords: Product Quality, Price, Purchase Decision