

ABSTRACT

The increasing competition in the cosmetics industry makes companies compete with each other so that the products they produce have the most superior quality among products produced by similar companies. However, this competition will be a challenge for the company. Currently, local products are no less competitive with other imported products. Because a lot of local brands have sprung up in the cosmetic industry. With so many local products appearing, consumers will definitely consider and be more selective in determining the price and quality of a product before they make a purchase decision. Consumers assume that if the price of a product is expensive, the quality they get will also be good, and vice versa if the price of a product is low, the quality is not good.

Luxcrime is a company that creates local cosmetic products that have their own advantages. Luxcrime strives to always present quality products that make the wearer feel happy. Therefore the tagline of Luxcrime is “I, Makeup, Skin, Happy”. This tagline means that Luxcrime provides a complete range of products from skin care to cosmetics with the aim that Luxcrime customers will have a pleasant and happy experience when they see, touch, and use Luxcrime products through packaging, to high-quality and attractive formulas. In addition to the affordable price, Luxcrime products also have a wide variety of color choices that are not inferior to other competitors. Then Luxcrime has a superior product, namely Two Way Cake powder which is currently a trend.

This research method uses a quantitative approach with data collection techniques carried out, namely non-probability sampling with purposive sampling. The number of samples used are 100 respondents who have or are currently using Luxcrime products. The data collection used in this research is by distributing online questionnaires using google form. The data were analyzed using the SmartPLS version 3 application.

Based on the results of the study, it shows that the price has a positive and significant effect on purchasing decisions. Then the quality variable has a positive and significant effect on purchasing decisions.

Keywords :Price, Quality, Purchasing Decisions