

ABSTRACT

Nowadays, the interest in makeup products is increasing. Local makeup products are also growing and innovating. One of the local makeup brands is Mad For Makeup. This study aims to determine the effect of brand image, price perception, and electronic word of mouth on purchasing decisions for Mad For Makeup products in Bandung.

This study uses descriptive and causal analysis with a quantitative approach. The sampling technique is non probability with purposive sampling method with a total of 160 respondents. Using descriptive analysis techniques and multiple regression analysis. Data processing was carried out using SPSS version 25 software.

The results showed that the brand image variable (X_1), price perception (X_2), and electronic word of mouth (X_3) had a significant partial and simultaneous effect on purchasing decisions for Mad For Makeup products in Bandung. It is recommended that Mad For Makeup ensure that its brand is unique by determining product characteristics and always innovating. Make products that match the price offered with the benefits of the product, increase the membership of the "Rebels" community, and explain through social media content the functions of the products offered.

Keywords: *Brand Image, Price Perception, Electronic Word Of Mouth, and Purchase Decision*