

## ABSTRACT

*Lifestyle has an influence on decision making, including the purchasing decision process. One purchasing decision that is influenced by lifestyle is purchasing skincare products. There are quite a lot of beauty and skincare products produced and produced in this country and are often used. One of these brands is The Originote. In the purchasing decision process, this research wants to determine the influence of price, perceived quality, product innovation, and e-WOM which are the independent variables in this research. In implementing marketing activities, companies can pay attention to several factors that influence consumers in making purchasing decisions. Companies can pay attention to the factors and dimensions contained in price, perceived quality, product innovation, and e-WOM used by the company in the marketing process of The Originote products. The research method used in the research is a quantitative method with a descriptive approach with a total sample of 385 respondents. The tools used to collect and process data in research are Google Forms, Microsoft Excel, and IBM SPSS software. This research shows that price, perceived quality, product innovation, and e-WOM have a positive influence on purchasing decisions.*

***Keywords: Price, Perceived Quality, Product Innovation, E-WOM, Purchasing Decisions,***