

ABSTRACT

The purpose of this study is to determine and prove whether the brand image, product quality, and price affect the purchase decision process of Maybelline mascara. The population in this study were all people who used Maybelline mascara. The sampling technique using purposive sampling, with Rao Purba formula so that obtained sample size are 100 respondents. The data analysis is multiple regression analysis, t test and F test. The result showed that the brand image, product quality, and price each other have a positive and significant influence on purchasing decision of Maybelline mascara.

Keyword: brand image, product quality, price, purchase decision, mascara