

ABSTRACT

This study aims to determine whether the variable of brand image, product quality, and price has an influence on purchasing decisions lipstick Oriflame in Palembang. The population in this study are all consumers who use lipstick Oriflame in Palembang. The sample in this study were 96 respondents. Data analysis technique used is the test of validity, reliability test, classic assumption test (test for normality, multicollinearity, and heteroscedasticity), multiple linear regression, t-test, F, and the coefficient of determination. The results obtained found that the brand image does not affect the purchase decision, while the quality of products and prices partially influence on purchase decisions kaca film vkool.

Keywords: *green product, green brand, green advertsing, purchasing decisions*