

ABSTRACT

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

Keywords: Brand image, product quality, price, buying dicisions