

ABSTRACT

The competition in the beauty industry, is currently developing quite rapidly. The company uses various strategies and innovations to attract customers to its products. One of the well-known brands of Skin care or cosmetic products is The Body Shop. This study was conducted to determine the effect of brand image and price on purchasing decisions for The Body Shop products in Indonesia. The purpose of this research is to find out and analyze how the brand image and price provided by The Body Shop to its customers, as well as the influence of brand image and price simultaneously and partially on purchasing decisions of The Body Shop products in Indonesia.

This research uses quantitative methods with descriptive and causal research types. Sampling was done by non-probability sampling method purposive sampling type, with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis of the brand image and price variables overall are in the good category and overall purchasing decisions are in the Good category. The results of the multiple linear regression analysis technique of brand image and price simultaneously have a positive effect on purchasing decisions for The Body Shop products in Indonesia. The magnitude of the influence of brand image and price together is 64.9% on purchasing decisions and the remaining 35.1% is influenced by other factors not examined in this study. Partially brand image and price have a positive and significant effect on purchasing decisions. The highest influence is price and the lowest influence is brand image.

Keywords: Brand Image, Price, and Purchase Decision. Skin care, The Body Shop