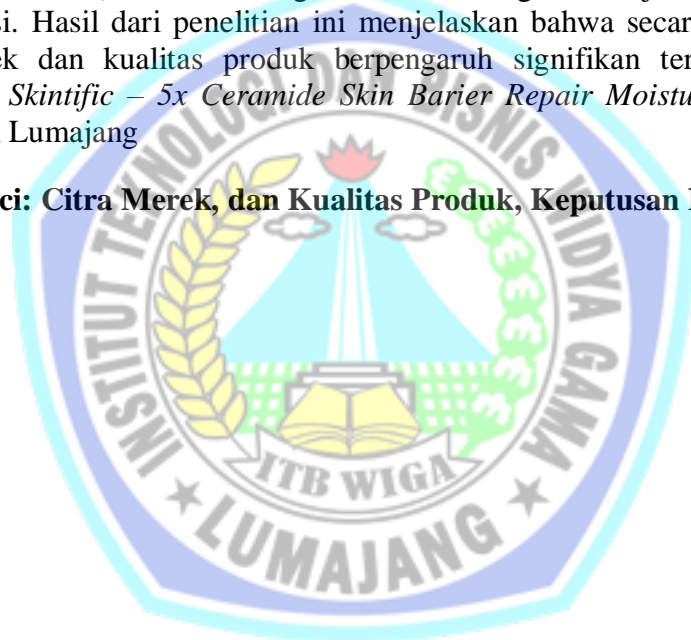# ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan kualitas produk secara parsial terhadap keputusan pembelian *Skintific – 5x Ceramide Skin Barier Repair Moisturizer Gel 30g* Di Kabupaten Lumajang dengan populasi penelitian ini yaitu seluruh konsumen yang melakukan pembelian *Skintific – 5x Ceramide Skin Barier Repair Moisturizer Gel 30g* Di Kabupaten Lumajang Kabupaten Lumajang. Dalam penelitian ini diambil sampel sebanyak 45 responden. Penentuan sampel menggunakan teknik *purposive sampling* dengan kriteria responden yaitu konsumen yang melakukan pembelian *Skintific – 5x Ceramide Skin Barier Repair Moisturizer Gel 30g* Di Kabupaten Lumajang. Alat analisis yang digunakan dalam penelitian ini yaitu uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas data, uji multikolinieritas, uji heteroskedastisitas), analisis regresi linier berganda, uji t, dan koefisien determinasi. Hasil dari penelitian ini menjelaskan bahwa secara parsial variabel citra merek dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian *Skintific – 5x Ceramide Skin Barier Repair Moisturizer Gel 30g* Di Kabupaten Lumajang

Kata Kunci: Citra Merek, dan Kualitas Produk, Keputusan Pembelian

ABSTRACT

This study aims to determine the effect of brand image and product quality partially on purchasing decisions Skintific – 5x Ceramide Skin Barrier Repair Moisturizer Gel 30g in Lumajang Regency with this study population, namely all consumers who purchase Skintific – 5x Ceramide Skin Barrier Repair Moisturizer Gel 30g in Lumajang Regency, Lumajang Regency. In this study, a sample of 45 respondents was taken. The determination of the sample used a purposive sampling technique with the respondent's criteria, namely consumers who purchased Skintific – 5x Ceramide Skin Barrier Repair Moisturizer Gel 30g in Lumajang Regency. The analytical tools used in this study were instrument tests (validity and reliability tests), classical assumption tests (data normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, t test, and the coefficient of determination. The results of this study explain that partially brand image and product quality variables have a significant effect on purchasing decisions Skintific – 5x Ceramide Skin Barrier Repair Moisturizer Gel 30g in Lumajang Regency

Keywords: Brand image, Product Quality, Buying Decision