

ABSTRAK

THE INFLUENCE OF LIFESTYLE AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR AVOSKIN SKINCARE TONERS

The progress in the beauty industry in Indonesia is currently showing an increase. Based on data from the Central Statistics Agency (BPS), the cosmetics industry, which includes the pharmaceutical, chemical, and traditional medicine industry sectors, experienced growth of 9.61% in 2021 and the cosmetics industry experienced an increase in the number of companies by 20.6%. A total of 819 cosmetics industries increased to 913 industries from 2021 to July 2022. One of them is Avoskin which is engaged in the beauty industry in Indonesia which was founded in 2014 which was initiated by PT AVO Innovation Technology. This study aims to determine the effect of Lifestyle and Product Quality on Purchasing Decisions for Avoskin Skincare Toner products. The type of research used is a type of quantitative research with a causal associative method. With 120 respondents, sampling using non probability sampling method with purposive sampling technique. The data analysis method used is multiple regression analysis. With the results of this study, the variables of lifestyle and product quality have an effect on purchasing decisions.

Kata Kunci : Lifestyle, Product Quality, And Purchasing Decisions

