

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh ketertarikan pelanggan dan persepsi harga terhadap keputusan pembelian produk perawatan wajah MS Glow melalui *brand image* sebagai variabel intervening di Nia Beauty Store, Pasaman Barat. Sampel yang digunakan dalam penelitian ini berjumlah 96 responden yang dipilih dengan metode *sampling insidental*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan pendekatan kuantitatif. Hasil penelitian menunjukkan bahwa ketertarikan pelanggan dan persepsi harga berpengaruh signifikan terhadap keputusan pembelian, baik secara langsung maupun tidak langsung melalui *brand image*. *Brand image* terbukti menjadi variabel intervening yang memperkuat hubungan antara ketertarikan pelanggan, persepsi harga, dan keputusan pembelian produk MS Glow. Implikasi dari penelitian ini adalah bahwa pengelola Nia Beauty Store perlu fokus pada peningkatan citra merek MS Glow untuk mendorong keputusan pembelian konsumen.

Kata Kunci: ketertarikan pelanggan, persepsi harga, keputusan, *brand image*

ABSTRACT

This research aims to find out how much influence brand image and promotion have on purchasing decisions with purchase intention as an intervening variable for Somehinc mascara. The method used is Structur Equation Modeling (SEM) with Partical Least Square (PLS) 3.0. by using a questionnaire of 100 respondents. The results of the data analysis concluded that there was a positive and insignificant influence of the brand image variable on the purchasing decision variable. There is a positive and significant influence of the brand image variable on the purchase interest variable. There is a positive and significant influence of promotional variables on purchasing decision variables. There is a positive and significant influence of promotional variables on purchasing interest. There is a positive and insignificant influence of the purchase interest variable on purchasing decisions. There is a positive and insignificant influence of the brand image variable on the purchase interest variable through the purchase decision variable as an intervening variable. There is a positive and insignificant influence of the promotion variable on the purchase interest variable through purchasing decisions as an intervening variable

Keywords: Brand Image, Promotion, Purchase Decision and Purchase Intention