

## ABSTRACT

*This study aims to determine how much influence Lifestyle, Product Quality and Brand Image have on Purchasing Decisions (case study on purchasing Viva lipstick products). As well as to answer the formulation of problems regarding Lifestyle, Product Quality, Brand Image and Purchasing Decisions of Viva lipstick consumers. Lifestyle is an important element in the cosmetics business, then Product Quality is a very important factor in maintaining the quality of cosmetics in the cosmetics business, Brand Image is an important element in maintaining the associations that arise in the minds of consumers when remembering Viva. Purchasing Decisions are factors that can determine how consumer attitudes will be about an item that has been purchased and felt.*

*The research method used is descriptive and verification method with a sample size of 100 respondents. Testing the research instrument using validity and reliability tests. The analysis method used is multiple linear regression, the coefficient of determination and using the SPSS 22 tool.*

*The results showed that there was a positive and significant influence between Lifestyle, Product Quality and Brand Image on Purchasing Decisions. The magnitude of the influence is simultaneously 87.5% and the remaining 12.5% is influenced by other variables not examined. Partially, the effect of lifestyle is 21.8% on purchasing decisions, then the effect of product quality is 32.3% on purchasing decisions and the effect of brand image is 33.4% on purchasing decisions, so it can be concluded that brand image has the greatest influence on purchasing decisions.*

***Keywords: Lifestyle, Product Quality, Brand Image and Purchase Decision***