

## **ABSTRACT**

*In the development of the beauty industry in Indonesia, the local brand Kahf faces the challenge of declining consumer purchasing decisions on the Shopee platform. Therefore, this study aims to determine and analyze the influence of brand image and sales promotion on consumer purchasing decisions for Kahf products on the Shopee marketplace. This study uses a quantitative approach with a survey method of 97 respondents who are active Shopee consumers, selected through non-probability sampling techniques. Data collection was conducted by distributing questionnaires using a Likert scale (1–5). The instruments were tested for validity and reliability. Data analysis methods included multiple linear regression, multiple correlation, the method of successive intervals (MSI), coefficient of determination, and F and t hypothesis tests. Data processing was performed using SPSS software. The results of the study indicate that brand image has a significant positive effect on purchasing decisions of 35.2%, and sales promotion has a significant positive effect of 26.7%. Simultaneously, brand image and sales promotion explain 61.9% of the variation in purchase decisions, while the remaining 38.1% is influenced by other variables not studied in this research.*

**Keywords:** *Brand Image, Sales Promotion, Purchase Decision, Kahf*