

ABSTRACT

The cosmetics industry in Indonesia has experienced rapid growth, particularly in skincare products such as sunscreen, which are increasingly demanded by consumers. Intense competition among brands requires companies to understand the factors influencing consumer purchasing behavior. This study aims to analyze the effect of product quality, service quality, and price on the purchasing decision process of Emina sunscreen at Sohi Cosmetic Store in Garut Regency. This research employed a quantitative method with a descriptive and verificative approach. The sample consisted of 89 respondents selected using purposive sampling. Data were analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination. The results indicate that product quality has a positive and significant effect on purchasing decisions with a contribution of 25.9%. Service quality also shows a positive and significant effect with a contribution of 9.9%. Price is proven to have a positive and significant effect with a contribution of 24.8%. Simultaneously, the three independent variables product quality, service quality, and price exert a significant influence on purchasing decisions with a coefficient of determination of 60.6%, while the remaining 39.4% is influenced by other factors beyond this study.

Keywords: *Product Quality, Service Quality, Price, Purchasing Decision Process.*