

## **ABSTRACT**

FITRI OKTAVIANTY, *Analysis of Effect of Brand Image, Product Quality and Price Purchase Decisions Products Oriflame in North Jakarta is supervisor I'in Endang Mardiani.*

*Discussion of these results is made by describing the respondents so as to give an overall picture of the effect of brand image, product quality and price on purchase decisions in purchasing cosmetic products Oriflame.*

*Data collection techniques are performed by conducting a field study and literature survey. Primary data were collected from 100 respondents through questionnaires. The samples in this study were taken by using purposive sampling technique. The data obtained were then tested for validity and reliability before it is processed further using discriminant analysis.*

*The results of this study indicate that the variable brand image, product quality and price together very positive influence on purchasing decisions and there is a tendency to buy more in the future.*

*Keywords: Brand Image, Product Quality, Price, and Purchase Decision.*