ABSTRAKSI

Penelitian ini dilakukan untuk mengetahui pengaruh *brand image, perceived quality,* dan *reviw beauty vlogger* terhadap keputusan pembelian Sunscreen Madame Gie di Kabupaten Kebumen. Pengumpulan data dilakukan dengan kuesioner. Penelitian ini menggunakan tekik non probability sampling dengan jumlah sampel 100. Teknik analisis data yang digunakan adalahteknik analisis deskriptif dan statistik meliputi uji validitas, uji reliabilitas, uji asumsi klasik, uji hipotesis, analisis regresi linear berganda, dan uji koefisien determinasi dengan bantuan SPSS 25 for windows. Hasil penelitian ini menunjukkan bahwa semua variabel dinyatakan valid dan reliabel, terdapat multikolinearitas, tidak terjadi heteroskedastisitas, dan memenuhi syarat asumsi normalitas. Variabel *brand image* (X1), secara parsial berpengaruh signifikan terhadap keputusan pembelian sunscreen madame gie. Variabel *perceived quality* (X2) secara parsial berpengaruh signifikan terhadap keputusan pembelian Sunscreen Madame Gie. Variabel *review beauty vlogger* (X3), secara parsial tidak berpengaruh terhadap keputusan pembelian sunscreen madame gie.

Kata Kunci : Brand Image, Perceived Quality, Review Beauty Vlogger, Keputusan Pembelian

ABSTRAC

This research was conducted to determine the effect of brand image, perceived quality, and beauty vlogger reviews on purchasing decisions for Madame Gie Sunscreen in Kebumen Regency. Data collection was carried out using a questionnaire. This study uses non-probability sampling techniques with a total sample of 100. The data analysis technique used is descriptive and statistical analysis techniques including validity testing, reliability testing, classical assumption testing, hypothesis testing, multiple linear regression analysis, and testing the coefficient of determination with the help of SPSS 25 for windows. The results of this study indicate that all variables are valid and reliable, there is multicollinearity, heteroscedasticity does not occur, and meets the normality assumption requirements. Brand image variable (X1), partially has a significant effect on the decision to buy sunscreen Madame Gie. The perceived quality variable (X2) partially has a significant effect on the decision to buy sunscreen Madame Gie. The beauty vlogger review variable (X3), partially has no effect on the decision to buy sunscreen Madame Gie.

***Keywords**: Brand Image, Perceived Quality, Beauty Vlogger Review, Purchase Decision*