

**Abstract:** Lipstick is one of the cosmetic products with wide range of colors and finishes and these variations encourage manufacturers to develop and market these products by customer needs. The area of marketing mix that needs to be emphasized in order to survive in the competitive market are product quality, price and promotion. This research was conducted to determine the effect of quality, price and promotion on purchase decision and also their impact on customer loyalty of Caring Colours lipstick. The approach for this study is quantitative research with causal research design. The variables of this study consist of five variables, namely, quality (X1), price (X2), promotion (X3), purchase decision (Y1) and customer loyalty (Y2). The object of this study are women age 15 – 60 years old who has used Caring Colours Lipstick and 134 people were interviewed as respondents. Data were collected using questionnaires that have been tested for validity and reliability while data analysis was carried out by multiple regression analysis with the help of suitable statistical software. Results of the study showed that quality, price and promotion of Caring Colours lipstick have positive and significant effect on customer purchase decision along with customer loyalty

**Keywords:** loyalty price, promotion, purchase decision, quality

**Abstrak:** Lipstik merupakan salah satu produk kosmetik dengan variasi warna dan hasil akhir yang luas dimana variasi tersebut mendorong produsen untuk mengembangkan dan memasarkan produk sesuai dengan kebutuhan konsumen. Area bauran pemasaran utama yang perlu ditekankan agar bertahan di lingkungan kompetitif adalah kualitas, harga dan promosi produk. Telah dilakukan penelitian mengenai pengaruh kualitas, harga dan promosi terhadap keputusan pembelian serta dampaknya pada loyalitas pelanggan lipstik Caring Colours. Penelitian yang dilakukan menggunakan pendekatan kuantitatif dengan desain eksplanatif, dimana variabel penelitian ini terdiri dari lima variabel, yaitu kualitas (X1), harga (X2), promosi (X3), keputusan pembelian (Y1) dan loyalitas pelanggan (Y2). Obyek penelitian ini adalah wanita dengan rentang umur 15 – 60 tahun pengguna lipstik merek Caring Colours dengan responden yang berjumlah 134 orang Pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya, sementara analisis data dilakukan dengan analisis regresi berganda dengan bantuan perangkat lunak statistik yang sesuai. Hasil penelitian ini menunjukkan bahwa kualitas, harga dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian serta loyalitas pelanggan lipstik Caring Colours.

**Kata kunci:** harga, keputusan pembelian, kualitas, loyalitas, promosi