

ABSTRAK

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA KOSMETIK MAYBELLINE

(Studi pada Mahasiswi Fakultas Ekonomika dan Bisnis UNISBANK)

Maiun Isro'ilyana

16.05.51.0017

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk, persepsi harga dan promosi terhadap keputusan pembelian Kosmetik Maybelline pada Mahasiswi Fakultas Ekonomika dan Bisnis UNISBANK. Metode pengambilan sampel menggunakan *purposive sampling* yaitu pengambilan sampel dengan pertimbangan tertentu sehingga sampel yang digunakan dalam penelitian ini sebanyak 100 responden. Data yang digunakan adalah data primer. Data tersebut didapat secara langsung dari mahasiswi fakultas ekonomika dan bisnis UNISBANK melalui metode kuesioner (angket). Data primer tersebut dianalisis dengan *SPSS* melalui uji instrumen berupa uji validitas dan reliabilitas, pengujian model penelitian berupa koefisien determinasi (R^2) dan uji F, analisis regresi linier berganda serta uji hipotesis berupa uji t. Hasil penelitian ini menunjukkan bahwa secara parsial, variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian dan variabel promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: Kualitas Produk, Persepsi Harga, Promosi dan Keputusan Pembelian.

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION AND PROMOTION ON PURCHASE DECISIONS OF MAYBELLINE COSMETICS

(Study on UNISBANK Student Economics and Business Faculty)

Maiun Isro'ilyana

16.05.51.0017

This research goal to examine the effect of product quality, price perception and promotion of purchasing decisions of Maybelline Cosmetics on UNISBANK Economics and Business Faculty Students. The sampling method uses purposive sampling which is sampling with certain considerations so that the samples used in this study were 100 respondents. The data used is primary data. The data is obtained directly from students of economics and business faculty UNISBANK through a questionnaire method. The primary data was analyzed by SPSS through an instrument test in the form of validity and reliability tests, testing the research model in the form of a determination coefficient (R^2) and F test, multiple linear regression analysis and hypothesis testing in the form of t test. The results of this study indicate that partially, product quality variables have a positive and significant effect on purchasing decisions, price perception variables have a positive and significant effect on purchasing decisions and promotion variables have a positive and significant effect on purchasing decisions.

Keywords: *Product Quality, Price Perception, Promotion and Purchasing Decisions.*