

**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN PERSEPSI
HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK
SKINTIFIC (STUDI KASUS PADA MAHASISWA YOGYAKARTA)**

Risma Nurfadillah¹, Rizky Wahyuning Damayanti²

INTISARI

Latar Belakang : Di era modern pesatnya perkembangan kosmetik di Indonesia. Salah satu produk skincare yang banyak peminatnya yaitu skintific, dimana skintific memperoleh ulasan baik dan tingkat penjualan yang meningkat.

Tujuan Penelitian : Penelitian ini dilakukan untuk mengetahui pengaruh kualitas produk, citra merek, dan persepsi harga terhadap Keputusan pembelian pada produk Skintific.

Metode : Penelitian ini dilakukan menggunakan metode kuantitatif melalui penyebaran kuesioner dengan jumlah sampel 160 responden. Teknik yang digunakan dalam penentuan sampel pada penelitian ini adalah *non probability sampling* menggunakan metode *purposive sampling*. Teknik analisis yang digunakan dalam penelitian ini adalah analisis deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear dan uji hipotesis.

Hasil Penelitian : Hasil penelitian ini menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Skintific. Variabel citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Skintific. Variabel persepsi harga juga berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Skintific.

Kesimpulan : Ditemukan terdapat pengaruh pada semua variabel penelitian.

Kata Kunci: *Kualitas Produk, Citra Merek, Persepsi Harga, Keputusan Pembelian*

¹ Risma Nurfadillah (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Rizky Wahyuning Damayanti (S-1) Universitas Jenderal Achmad Yani Yogyakarta

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND PRICE PERCEPTION ON PURCHASING DECISIONS ON SKINTIFIC PRODUCTS (CASE STUDY ON YOGYAKARTA STUDENTS)

Risma Nurfadillah¹, Rizky Wahyuning Damayanti²

ABSTRACT

Background: In the modern era the rapid development of cosmetics in Indonesia. One of the products skincare products that are in great demand are skintific, where skintific gets good reviews and increased sales good reviews and increasing sales levels.

Objective Research: This research was conducted to determine the effect of product quality, brand image, and price perceptions on purchasing decisions on Skintific products. price perception on purchasing decisions on Skintific products.

Method: This research was conducted using quantitative methods through distributing questionnaires with a sample size of 160 respondents. 160 respondents. The technique used in determining the sample in this study is non probability sampling using purposive sampling method. sampling method. The analysis techniques used in this research are descriptive analysis, validity test, reliability test, classical assumption test, linear regression test and hypothesis testing. linear regression and hypothesis testing.

Results: This study shows that product quality has a positive and significant effect on purchasing decisions on Skintific products significant on purchasing decisions on Skintific products. Brand image variable brand image variable has a positive and significant effect on purchasing decisions on Skintific products. The price perception variable also has a positive and significant effect on purchasing decisions on Skintific products.

Conclusion: It was found that there was influence on all research variables.

Keywords: Product Quality, Brand Image, Price Perception, Purchase Decision.

¹ Risma Nurfadillah (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Rizky Wahyuning Damayanti (S-1) Universitas Jenderal Achmad Yani Yogyakarta