

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Citra Merek, Persepsi Harga, dan *Word of Mouth* terhadap keputusan pembelian untuk Lipstik Exclusive Matte Lipcream di Dasana Indah Karawaci Tangerang. Penelitian ini dilakukan terhadap 110 responden dengan menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa secara uji-t Citra Merek, Persepsi Harga dan *Word of Mouth* berpengaruh signifikan dan positif terhadap Keputusan Pembelian Lipstik Wardah Exclusive Matte Lipcream.

Kata Kunci : Citra Merek, Persepsi Harga, *Word of Mouth*, Keputusan Pembelian



ABSTRACT

This research aims to identify the influence of product quality, price perception, and word of mouth on purchase decision for lipstick Wardah exclusive matte lipcream in Dasana Indah Karawaci Tangerang. This research was conducted on 110 respondents using a quantitative descriptive approach. Data analysis used statistical analysis in the form SEM-PLS. The results of the research show that t-test has shown that Brand Image, Price Perception, and Word of mouth was indeed having a significant and positive impact toward the purchase decision lipstick Wardah Exlusive Matte Lipcream.

Keyword : Brand Image, Price Perception, Word of Mouth, Purchase Decision

