

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga dan *customer review* terhadap keputusan pembelian Scarlett Whitening. Populasi dalam penelitian ini adalah pengguna Scarlett Whitening di Jakarta Barat. Sampel yang digunakan adalah sebanyak 140 pengguna Scarlett Whitening, dihitung berdasarkan teori Joseph F Hair. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode penelitian kepustakaan, penelitian dokumentasi dan kuesioner. Metode analisis dalam penelitian ini adalah menggunakan *Structural Equation Model* (SEM) dengan SMART-PLS versi 3.0. Hasil penelitian menunjukkan bahwa (1) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian Scarlett Whitening, (2) Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Scarlett Whitening, dan (3) *Customer Review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Scarlett Whitening.

Kata Kunci : Kualitas Produk, Harga, *Customer Review*, Keputusan Pembelian.



ABSTRACT

This study aims to analyze the effect of product quality, price and customer reviews on the purchase decision of Scarlett Whitening. The population in this study are Scarlett Whitening users in West Jakarta. The sample used was 140 Scarlett Whitening users, calculated based on Joseph F Hair's theory. Sampling method using purposive sampling. Methods of data collection using library research methods, research documentation and questionnaires. The analytical method in this study is to use the Structural Equation Model (SEM) with SMART-PLS version 3.0. The results showed that (1) Product Quality has a positive and significant effect on Scarlett Whitening Purchasing Decisions, (2) Price has a positive and significant effect on Scarlett Whitening Purchasing Decisions, and (3) Customer Reviews have a positive and significant effect on Scarlett Whitening Purchasing Decisions.

Keywords: Product Quality, Price, Customer Review, Purchase Decision.

