

ABSTRAK

Penelitian ini untuk menganalisis pengaruh persepsi harga, kualitas produk, dan kepercayaan merek terhadap keputusan pembelian pada Marina *hand & body lotion*. Desain penelitian menggunakan kuantitatif. Teknik pengambilan sample menggunakan purposive sampling pada 146 responden. Metode analisis yang digunakan yaitu *structural equation modeling (SEM)* dan pengolahan data menggunakan *partial least square (PLS)* melalui *software statistic SmartPLS4*. Hasil penelitian menunjukkan bahwa persepsi harga berpengaruh negatif dan signifikan terhadap keputusan pembelian. Kualitas produk dan kepercayaan merek berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Persepsi harga, Kualitas Produk, Kepercayaan Merek, Keputusan Pembelian.



UNIVERSITAS
MERCU BUANA

ABSTRACT

This study was conducted to analyze the effect of price perception, product quality, and brand trust on purchasing decisions on Marina hand & body lotion. The research design uses quantitative. The sampling technique used purposive sampling on 146 respondents. The analytical method used is structural equation modeling (SEM) and data processing using partial least squares (PLS) technique through the smartpls4 statistical software. The results of the study show that price perceptions have a negative and significant effect on purchasing decisions. Product quality and brand trust has a positive and significant effect on purchasing decisions.

Keywords: *Price Perception, Product Quality, Brand Trust, Purchasing Decisions.*



UNIVERSITAS
MERCU BUANA