

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui “Pengaruh Kualitas Produk, Citra Merek, dan Harga Terhadap Minat Beli Produk Kosmetik Wardah”. Dari penelitian ini variabel independen terdiri dari Kualitas Produk, Citra Merek, dan Harga dan variabel dependennya Minat Beli. Populasi dalam penelitian ini adalah konsumen yang membeli Produk Kosmetik Wardah di Jabodetabek. Teknik analisis data yang digunakan dalam penelitian ini meliputi uji *outer model* (*Convergent Validity, Discriminat Validity, Average Variance Extracted, Composite Reability*), Uji hipotesis *inner model* (*Nilai R square, Goodness of Fit Model bootstraping*), Data dikumpulkan dengan membagikan kuisioner kepada 100 perempuan konsumen wardah dan diolah menggunakan program Smart PLS 3.0. Hasil penelitian ini menunjukkan bahwa Kualitas produk memiliki pengaruh positif dan signifikan terhadap minat beli produk kosmetik wardah. Citra merek memiliki pengaruh positif dan signifikan terhadap minat beli produk kosmetik wardah. Dan Harga memiliki pengaruh positif dan signifikan terhadap minat beli produk kosmetik wardah.

*Kata Kunci: Citra Merek, Harga, Kualitas Produk, Minat Beli.*



## **ABSTRACT**

*This research aims to determine "The Influence of Product Quality, Brand Image and Price on Intention to Purchase Wardah Cosmetic Products". From this research the independent variables consist of Product Quality, Brand Image and Price and the dependent variable is Purchase Interest. The population in this research are consumers who buy Wardah Cosmetic Products in Jabodetabek. Data analysis techniques used in this research include outer model testing (Convergent Validity, Discriminate Validity, Average Variance Extracted, Composite Reability), inner model hypothesis testing (R square value, Goodness of Fit Model bootstrapping), Data were collected by distributing questionnaires to 100 female Wardah consumers and processed using the Smart PLS 3.0 program. The results of this research show that product quality has a positive and significant influence on interest in purchasing Wardah cosmetic products. Brand image has a positive and significant influence on buying interest in Wardah cosmetic products. And price has a positive and significant influence on interest in purchasing Wardah cosmetic products.*

*Keywords: Brand Image, Price, Product Quality, Purchase Interest.*

