

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, promosi dan kualitas produk terhadap keputusan pembelian kosmetik lipstik Maybelline. Populasi dalam penelitian ini adalah mahasiswi yang sudah membeli kosmetik lipstik Maybelline. Sampel pada penelitian ini sebanyak 165 orang responden. menggunakan teknik metode *purposive sampling* dan memiliki kriteria khusus yaitu seluruh mahasiswi yang sudah membeli produk lipstik Maybelline minimal 2 kali. Pendekatan yang dilakukan dalam penelitian ini adalah pendekatan kuantitatif. Metode analisis data menggunakan *Partial Least Square (Smart-PLS)* Versi 4.0. Hasil penelitian ini menunjukkan bahwa Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Promosi berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata Kunci: Citra Merek, Promosi, Kualitas Produk, Keputusan Pembelian



ABSTRACT

This study aims to analyze the effect of brand image, promotion and product quality on purchasing decisions for Maybelline lipstick cosmetics. The population in this study were female students who had purchased Maybelline lipstick cosmetics. The sample in this study were 165 respondents. using the purposive sampling method technique and has special criteria, namely female students who have bought Maybelline lipstick products at least 2 times. The approach used in this research is a quantitative approach. The data analysis method uses Partial Least Square (Smart-PLS) version 4.0. The results of this research indicate that brand image has a positive and significant effect on Purchase Decisions. promotion has a positive and significant effect on Purchase Decisions. The product quality has a positive and significant effect on Purchase Decisions.

Keywords: Brand Image, Promotion, Product Quality, Purchase Decision

