

ABSTRAK

Penelitian ini bertujuan untuk mengetahui “Pengaruh Kualitas Produk, Brand Image, dan Promosi Terhadap Keputusan Pembelian Produk Kosmetik Make Over”. Dari penelitian ini variabel independen terdiri dari Kualitas Produk, *Brand Image*, dan Promosi dan variabel dependennya Keputusan Pembelian. Populasi dalam penelitian ini adalah konsumen yang membeli Produk Kosmetik Make Over di Jakarta Barat. Pengambilan sampel dilakukan menggunakan *purposive sampling*, dengan kriteria konsumen yang berada di Jakarta Barat dan sudah melakukan pembelian produk Make Over minimal satu kali pembelian. Pengambilan sampel sebanyak 115 responden. 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 bootstrapping*), Data dikumpulkan dengan membagikan kuisioner kepada konsumen dan diolah menggunakan program Smart PLS 3.0. Hasil penelitian ini menunjukkan bahwa Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Sedangkan *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Sedangkan Promosi tidak berpengaruh positif dan tidak signifikan terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Brand Image, Promosi, dan Keputusan Pembelian.



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ABSTRACT

This research aims to determine "The Influence of Product Quality, Brand Image, and Promotion on Purchasing Decisions for Make Over Cosmetic Products". From this research the independent variables consist of Product Quality, Brand Image and Promotion and the dependent variable is Purchase Decision. The population in this research is consumers who buy Make Over Cosmetic Products in West Jakarta. Sampling was carried out using purposive sampling, with the criteria being that consumers were in West Jakarta and had purchased Make Over products at least once. The sample was taken as many as 115 respondents. 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 was collected by distributing questionnaires to consumers and processed using the Smart PLS 3.0 program. The results of this research show that product quality has a positive and significant effect on purchasing decisions, while brand image has a positive and significant effect on purchasing decisions, while promotion does not have a positive and significant effect on purchasing decisions.

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

