

“Pengaruh Kualitas Produk, Kualitas Pelayanan, Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Produk Kosmetik Wardah di Kota Medan.”

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, harga, dan promosi terhadap keputusan pembelian konsumen produk kosmetik Wardah di Toko Anggi Kosmetik Medan. Latar belakang penelitian didasari penurunan Top Brand Index produk Wardah, khususnya blush on dari 28,6% (2021-2022) menjadi 14,2% (2023). Menggunakan metode kuantitatif, data dikumpulkan melalui kuesioner dengan sampel 67 responden dari populasi 100 konsumen, dipilih menggunakan simple random sampling. Responden merupakan konsumen wanita berusia minimal 18 tahun pengguna produk Wardah. Analisis data menggunakan regresi linear berganda dengan uji asumsi klasik. Hasil penelitian menunjukkan bahwa 69,8% variabilitas keputusan pembelian konsumen dapat dijelaskan oleh keempat variabel independen, sedangkan 30,2% dijelaskan oleh faktor lain di luar model penelitian.

Kata Kunci: Kualitas Produk, Kualitas Pelayanan, Harga, Promosi, Keputusan Pembelian, Kosmetik Wardah"

ABSTRACT

This study aims to determine the effect of product quality, service quality, price, and promotion on consumer purchasing decisions for Wardah cosmetic products at Anggi Cosmetics Store in Medan. The research background is based on the decline in Wardah's Top Brand Index, particularly for blush-on products, which decreased from 28.6% (2021-2022) to 14.2% (2023). Using quantitative methods, data were collected through questionnaires with a sample of 67 respondents from a population of 100 consumers, selected using simple random sampling. Respondents were female consumers aged 18 years and above who use Wardah products. Data analysis used multiple linear regression with classical assumption tests. The results showed that 69.8% of consumer purchasing decision variability could be explained by the four independent variables, while 30.2% was explained by other factors outside the research model.

Keywords: Product Quality, Service Quality, Price, Promotion, Purchase Decision, Wardah Cosmetics