

ABSTRAK

Ardhia Vici Garniva. 2024. Pengaruh Harga, Kualitas Produk, Promosi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Skincare Scarlett Whitening (Studi Kasus Pada Konsumen Scarlett Whitening Di Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M. Pembimbing (II) Dr. Apriyanti S.E., M.M., CPSMM.

Penelitian ini bertujuan untuk mengetahui adanya pengaruh harga, kualitas produk, promosi dan kualitas pelayanan terhadap keputusan pembelian *skincare scarlett whitening*. Metode penelitian yang digunakan yaitu pendekatan kuantitatif. Sampel pada penelitian ini sebanyak 260 responden. Pengambilan data menggunakan kuesioner. Teknik analisis data analisis regresi linier berganda, uji t, uji f. Pengolahan data dalam penelitian ini menggunakan SPSS versi 25.

Hasil penelitian menunjukkan bahwa (1) harga berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian produk *skincare scarlett whitening* di Madiun, (2) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare scarlett whitening* di Madiun, (3) promosi berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare scarlett whitening* di Madiun, (4) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare scarlett whitening* di Madiun dan (5) Harga, Kualitas Produk, Promosi dan Kualitas Pelayanan secara bersama - sama (simultan) berpengaruh signifikan terhadap keputusan pembelian pada produk *skincare scarlett whitening* di Madiun

Kata kunci: Harga, Kualitas Produk, Promosi, Kualitas Pelayanan, Keputusan Pembeli.

ABSTRACT

Ardhia Vici Garniva. 2024. The Influence of Price, Product Quality, Promotion and Service Quality on Purchase Decisions for Scarlett Whitening Skincare (Case Study of Scarlett Whitening Consumers in Madiun). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Heny Sidanti, S.E., M.M. Supervisor (II) Dr. Apriyanti S.E., M.M., CPSMM.

This research aims to find out whether there is an influence of price, product quality, promotion and service quality on purchasing decisions for Scarlett Whitening skincare (Case Study of Scarlett Whitening Consumers in Madiun). The research method used is a quantitative approach. The sample for this research was 260 respondents. Data collection uses a questionnaire. Data analysis techniques include validity tests, reliability tests, classical assumption tests, multiple regression tests, t tests, f tests, coefficient of determination. Data processing in research uses SPSS 25.

The research results show that (1) price has a negative and insignificant effect on the decision to purchase scarlett whitening skincare products in Madiun, (2) product quality has a positive and significant effect on the decision to purchase scarlett whitening skincare products in Madiun, (3) promotion has a positive and significant effect on the decision to purchase scarlett whitening skincare products in Madiun, (4) service quality has a positive and significant effect on the decision to purchase scarlett whitening skincare products in Madiun and (5) price, product quality, promotion and service quality together (simultaneously) have a significant effect on purchasing decisions for Scarlett Whitening skincare products in Madiun

Keywords: Price, Product Quality, Promotion, Service Quality, Buyer Decision.