

ABSTRAK

Anung Pambudi Pengaruh Harga, *Branding*, dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Minat Beli Produk Skincare Skintific Pada Program Afiliator di Tiktok Shop (Studi Kasus Pada Masyarakat di Kota 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..

Tujuan dari penelitian ini untuk mengetahui adanya pengaruh harga, *branding*, dan kualitas produk terhadap keputusan pembelian melalui minat beli produk skincare skintific pada program afiliator di tiktok shop pada masyarakat di Kota Madiun. Penelitian ini dilakukan pada masyarakat Kota Madiun yang pernah membeli produk skincare skintific pada program afiliator di tiktok shop dengan pengambilan sampel sebanyak 384 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan menggunakan analisis Structural Equation Model (SEM) dengan menggunakan bantuan software SmartPLS versi 3.0.

Hasil penelitian ini adalah harga, *branding*, dan kualitas produk berpengaruh signifikan terhadap minat beli produk Skincare Skintific di Kota Madiun. Harga, *branding*, dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian produk Skincare Skintific di Kota Madiun. Minat beli dapat memediasi pengaruh harga, *branding*, dan kualitas produk terhadap keputusan pembelian produk Skincare Skintific di Kota Madiun.

Kata Kunci: Harga, Branding, Kualitas Produk, Keputusan Pembelian, Minat beli

ABSTRACT

Anung Pambudi The Effect of Price, Branding, and Product Quality on Purchasing Decisions Through Purchase Intention for Skintific Skincare Products in the Affiliator Program at Tiktok Shop (Case Study of People in Madiun City). 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.

The purpose of this study was to determine the effect of price, branding, and product quality on purchasing decisions through buying interest in skincare skintific products in the affiliator program at tiktok shop in people in Madiun City. This research was conducted on the people of Madiun City who have bought skincare skintific products in the affiliator program at the tiktok shop with a sampling of 384 respondents. The research method used is a quantitative approach using Structural Equation Model (SEM) analysis using the help of SmartPLS version 3.0 software.

The results of this study are price, branding, and product quality have a significant effect on buying interest in Skintific Skincare products in Madiun City. Price, branding, and product quality have a significant effect on purchasing decisions for Skintific Skincare products in Madiun City. Purchase interest can mediate the effect of price, branding, and product quality on purchasing decisions for Skintific Skincare products in Madiun City.

Keywords: Price, Branding, Product Quality, Purchasing Decisions, Purchase Intention