

## ABSTRAK

Azilla Surya Riskina 2025. Pengaruh Harga, E-WOM, dan Kualitas Produk terhadap Keputusan Pembelian melalui Minat Beli pada *Skincare* Glad2Glow. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M. Pembimbing (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh harga, *electronic word of mouth* (e-WOM), dan kualitas produk terhadap keputusan pembelian melalui minat beli pada produk *skincare* Glad2Glow, dengan fokus pada konsumen Generasi Z di Kota Madiun. Metode yang digunakan adalah metode kuantitatif dengan pendekatan survei menggunakan kuisioner online. Teknik pengumpulan sampel dilakukan secara **purposive sampling**, dengan jumlah responden sebanyak 384 responden.

Hasil penelitian menunjukkan bahwa: (1) harga tidak berpengaruh positif dan signifikan terhadap minat beli; (2) e-WOM berpengaruh positif dan signifikan terhadap minat beli; (3) kualitas produk berpengaruh positif dan signifikan terhadap minat beli; (4) harga berpengaruh positif dan signifikan terhadap keputusan pembelian; (5) e-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian; (6) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian; (7) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian; (8) minat beli tidak memediasi pengaruh harga terhadap keputusan pembelian; (9) minat beli mampu memediasi pengaruh e-WOM terhadap keputusan pembelian; dan (10) minat beli mampu memediasi pengaruh kualitas produk terhadap keputusan pembelian.

Penelitian ini memberikan implikasi praktis bagi pelaku bisnis *skincare*, khususnya Glad2Glow, dalam merancang strategi pemasaran yang menekankan pentingnya kualitas produk dan kekuatan e-WOM untuk mendorong minat beli dan keputusan pembelian konsumen Gen Z.

**Kata kunci:** Harga, e-WOM, Kualitas Produk, Minat Beli, Keputusan Pembelian, Generasi Z, *Skincare*, Glad2Glow.

## **ABSTRACT**

Azilla Surya Riskina. 2025. *The Influence of Price, Electronic Word of Mouth (e-WOM), and Product Quality on Purchase Decisions through Purchase Intention for Glad2Glow Skincare Products. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dr. Hari Purwanto, S.E., M.M. Supervisor II: Dian Citaningtyas Ari Kadi, S.E., M.M.*

*This study aims to analyze the influence of price, electronic word of mouth (e-WOM), and product quality on purchase decisions through purchase intention for Glad2Glow skincare products, focusing on Generation Z consumers in Madiun City. A quantitative method was employed using a survey approach with an online questionnaire. The sampling technique used was purposive sampling, with a total of 384 respondents.*

*The results of the study indicate that: (1) price does not have a positive and significant effect on purchase intention; (2) e-WOM has a positive and significant effect on purchase intention; (3) product quality has a positive and significant effect on purchase intention; (4) price has a positive and significant effect on purchase decisions; (5) e-WOM has a positive and significant effect on purchase decisions; (6) product quality has a positive and significant effect on purchase decisions; (7) purchase intention has a positive and significant effect on purchase decisions; (8) purchase intention does not mediate the effect of price on purchase decisions; (9) purchase intention mediates the effect of e-WOM on purchase*

*decisions; and (10) purchase intention mediates the effect of product quality on purchase decisions.*

*This research provides practical implications for skincare business practitioners, especially Glad2Glow, in formulating marketing strategies that emphasize the importance of product quality and the power of e-WOM to drive purchase intention and purchase decisions among Generation Z consumers.*

**Keywords:** *Price, e-WOM, Product Quality, Purchase Intention, Purchase Decision, Generation Z, Skincare, Glad2Glow.*