

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kualitas produk, persepsi harga, promosi, dan distribusi terhadap keputusan pembelian pada kosmetik halal lipstik wardah. Dalam penelitian ini sampel yang diperoleh sebanyak 120 responden yang dipilih dengan menggunakan metode purposive sampling dengan teknik pengumpulan data menggunakan kuesioner. Alat analisis yang digunakan adalah Analisis Regresi Linear Berganda dengan menggunakan uji validitas, uji realibilitas, uji t, uji F, serta koefisien determinasi dengan menggunakan SPSS 21.

Berdasarkan analisis yang dilakukan diperoleh bahwa : (1) Citra merek, kualitas produk, persepsi harga, promosi dan distribusi secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian pada kosmetik halal lipstik wardah. (2) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) Persepsi harga tidak berpengaruh positif dan signifikan terhadap keputusan pembelian. (5) Promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. (6) Distribusi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Citra Merek, Kualitas Produk, Persepsi Harga, Promosi dan Distribusi, Keputusan Pembelian.

ABSTRACT

This purpose of the study is to analyze the influence of brand image, product quality, price, perception promotion, and distribution on purchasing decisions of Wardah cosmetics halal lipstick. The samples obtained in this study were 120 respondents selected by using the purposive sampling method. A questionnaire was used as the data collection technique, and Multiple Linear Regression was used as the analytical tool. The data were analyzed by using validity test, reliability test, t-test, F-test, and coefficient of determination using SPSS 21.

Based on the analysis, it was found that: (1) Brand image, product quality, price perception, promotion and distribution simultaneously has a positive and significant effect on purchasing decisions on Wardah cosmetics halal lipstick, (2) Brand image has a positive and significant effect on purchasing decisions, (3) Product quality has a positive and significant effect on purchasing decisions, (4) Price perception has a negative and insignificant effect on purchasing decisions, (5) Promotion has a positive and significant effect on purchasing decisions, and (6) Distribution has a positive and significant effect on purchasing decisions.

Keywords: *Brand Image, Product Quality, Price Perception, Promotion, Distribution, Purchasing decisions.*