

ABSTRAK

**PENGARUH PEMASANGAN IKLAN DI FACEBOOK DAN PENETAPAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK ETUDE HOUSE**

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Penelitian ini bertujuan untuk mengetahui pengaruh pemasangan iklan di facebook dan penetapan harga terhadap keputusan pembelian produk kosmetik Etude House. Populasi dalam penelitian ini adalah anggota group facebook Etude House Indonesia dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik Parameter Proporsi P. Teknik pengumpulan data dengan menggunakan kuesioner online. Analisis data menggunakan teknik analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa iklan di facebook dan harga berpengaruh secara simultan terhadap keputusan pembelian kosmetik Etude House. Hasil penelitian juga menunjukkan bahwa iklan di facebook berpengaruh secara parsial terhadap keputusan pembelian kosmetik Etude House dan harga berpengaruh secara parsial terhadap keputusan pembelian kosmetik Etude House.

Kata kunci: pemasangan iklan di facebook, harga, keputusan pembelian

ABSTRCT

**THE INFLUENCE OF ADVERTISEMENT ON FACEBOOK AND THE PRICE
DETERMINATION TOWARDS THE PURCHASE DECISION OF ETUDE HOUSE
COSMETICS PRODUCT**

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The research attempt to learn the influence of advertisement on facebook and the price determination towards the purchase decision of Etude House cosmetics product. Population is used in this research is group member of facebook Etude House Indonesia and this research took 100 respondent for the sample. The method for the sampling is Parameter Purposive P. Data collection techniques by using the online questionnaire. Data analysis utilized multiple linear regression. The result of this research showed that advertisement on facebook and prices influenced simultaneously on the purchase decision of cosmetics Etude House. The result of research also showed that advertisement as well as price determination had partial influence on the purchase decision of Etude House cosmetic.

Keywords: advertisement on facebook, price, purchasing decision