

PENGARUH PERSEPSI ATAS KUALITAS PRODUK, HARGA, CITRA MEREK DAN DISTRIBUSI PADA KEPUTUSAN PEMBELIAN PRODUK SKINCARE GARNIER

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Penelitian ini bertujuan untuk mengetahui pengaruh: persepsi atas kualitas produk, persepsi atas harga, persepsi atas citra merek, dan persepsi atas distribusi pada keputusan pembelian pada produk *skincare* Garnier. Populasi dalam penelitian ini adalah seluruh konsumen remaja Daerah Istimewa Yogyakarta yang pernah membeli dan menggunakan produk *skincare* Garnier. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner *daring* kepada 100 responden. Hasil dari penelitian ini menunjukkan bahwa: persepsi atas kualitas produk, persepsi atas harga, persepsi atas citra merek berpengaruh positif pada keputusan pembelian. Sementara, persepsi atas distribusi tidak berpengaruh pada keputusan pembelian.

Kata kunci: persepsi atas kualitas produk, persepsi atas harga, persepsi atas citra merek, persepsi atas distribusi, keputusan pembelian.

**THE EFFECT OF PERCEPTION ON THE QUALITY OF PRODUCTS,
PRICE, BRAND, AND DISTRIBUTION TOWARDS THE DECISION TO
PURCHASE GARNIER SKINCARE PRODUCTS**

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The aims of this research are to find out the influence of: perception of product quality, perception of price, perception of brand image and perception of distribution will affect the purchase decision, towards the consumer of Garnier skincare products. The population of this research is the consumers in Daerah Istimewa Yogyakarta who have ever bought and used Garnier skincare products. This research employ purposive sampling method in taking the sample. The data are obtained by giving the online questionnaire to 100 respondents. The results of this research show that: perception of product quality, perception of price and perception of brand image has a positive effect on purchase decision. Meanwhile, perception of distribution have no effect on the decision to purchase Garnier skincare products.

Keywords: perception of product quality, perception of price, perception of brand image, perception of distribution, purchase decisions.