

ABSTRAK
ANALISIS PENGARUH PROMOTION MIX DAN WORD OF MOUTH TERHADAP
KEPUTUSAN PEMBELIAN PRODUK KOSMETIK MAYBELLINE

Studi Terhadap Konsumen Maybelline di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh *Promotion Mix* terhadap Keputusan Pembelian Produk Kosmetik Maybelline, 2) Pengaruh *Word of Mouth* terhadap Keputusan Pembelian Produk Kosmetik Maybelline. Populasi dalam penelitian ini adalah wanita yang merupakan konsumen Maybelline di Yogyakarta. Sampel dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *Non-Probability Sampling*. Teknik analisis data dalam penelitian ini adalah analisis deksriptif, uji asumsi klasik, analisis regresi berganda dan *Independent Sample T-test* dengan menggunakan aplikasi IBM SPSS 25.0 dan data diperoleh dengan menyebarkan kuisioner kepada 100 responden. Hasil penelitian ini menunjukkan bahwa: 1) Terdapat pengaruh positif dan signifikan antara *promotion mix* terhadap keputusan pembelian produk kosmetik Maybelline, 2) Terdapat pengaruh positif dan signifikan antara *word of mouth* terhadap keputusan pembelian produk kosmetik Maybelline, 3) Terdapat pengaruh positif dan signifikan antara *promotion mix* dan *word of mouth* terhadap keputusan pembelian produk kosmetik Maybelline secara simultan, 4) Tidak terdapat perbedaan keyakinan antara mahasiswa dan orang yang sudah bekerja dalam melakukan keputusan pembelian produk kosmetik Maybelline.

Kata Kunci : *promotion mix*, *word of mouth*, keputusan pembelian

ABSTRACT
ANALYSIS OF THE INFLUENCE OF PROMOTION MIX AND WORD OF MOUTH
ON THE PURCHASE DECISION OF MAYBELLINE COSMETIC PRODUCTS

Study on Maybelline Consumers in Yogyakarta

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The study aims to determine: 1) The influence of Promotion Mix towards Maybelline Cosmetic Product Purchase Decisions, 2) The influence of Word of Mouth towards Maybelline Cosmetic Product Purchase Decisions. The population in this study are women who are Maybelline consumers in Yogyakarta. The sample in this study were 100 respondents. The sampling technique in this study was the Non-Probability Sampling. The data analysis technique in this study are descriptive analysis, classical assumption test, multiple regression analysis and Independent Sample T-test using the IBM SPSS 25.0 application and the data was obtained by distributing questionnaires to 100 respondents. The results of this study indicate that: 1) There was a positive and significant influence between the promotion mix on the purchase decision of Maybelline cosmetic products, 2) There was a positive and significant influence between word of mouth on the purchase decision of Maybelline cosmetic products, 3) There was a positive and significant influence between promotion mix and word of mouth on the purchase decision of Maybelline cosmetic products simultaneously, 4) There was no difference in perceptions between female students and female workers in making decisions to purchase Maybelline cosmetic products.

Keywords: Promotion Mix, Word of Mouth, Purchase Decision.