

ABSTRAK

KEPUTUSAN PEMBELIAN KOSMETIK WARDAH MELALUI MEDIA SOSIAL TIKTOK: PERANAN HARGA, KUALITAS PRODUK, DAN KUALITAS LAYANAN

Simplisia Mareta Tulung
Universitas Sanata Dharma
Yogyakarta
2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga pada keputusan pembelian produk bedak Wardah melalui media sosial TikTok di Yogyakarta, (2) pengaruh kualitas produk pada keputusan pembelian produk bedak Wardah melalui media sosial TikTok di Yogyakarta, (3) pengaruh kualitas layanan pada keputusan pembelian produk bedak Wardah melalui media sosial TikTok di Yogyakarta. Teknik pengambilan sampel menggunakan *convenience sampling*. Data diperoleh dengan membagikan kuesioner tentang harga, kualitas produk, kualitas layanan, dan keputusan pembelian kepada 118 responden pengguna media sosial TikTok dan pernah membeli kosmetik Wardah melalui media sosial TikTok. Analisis data menggunakan SPSS 22. Hasil penelitian ini menunjukkan bahwa: (1) harga berpengaruh positif pada keputusan pembelian produk bedak Wardah melalui media sosial TikTok di Yogyakarta, (2) kualitas produk tidak berpengaruh pada keputusan pembelian produk bedak Wardah melalui media sosial TikTok di Yogyakarta, (3) kualitas layanan berpengaruh positif pada keputusan pembelian produk bedak Wardah melalui media sosial TikTok di Yogyakarta.

Kata kunci: Harga, Kualitas Produk, Kualitas Layanan, Keputusan Pembelian.

ABSTRACT
**THE DECISION TO PURCHASE WARDAH COSMETICS THROUGH
SOCIAL MEDIA TIKTOK: THE ROLE OF PRICE, PRODUCT
QUALITY, AND SERVICE QUALITY**

Simplisia Mareta Tulung
Sanata Dharma University
Yogyakarta
2023

The study aims to determine: (1) the influence of price on purchase decision for Wardah powder products through social media TikTok in Yogyakarta, (2) the influence of product quality on purchase decision for Wardah powder products through social media TikTok in Yogyakarta, (3) the influence of service quality on purchase decision for Wardah powder products through social media TikTok in Yogyakarta. The sampling technique used convenience sampling. The data were obtained by distributing questionnaires about price, product quality, service quality, and purchase decision to 118 respondents who are users of social media TikTok and have bought Wardah powder through social media TikTok. Data analysis using SPSS 22. The result of the study shows that: (1) price has a positive influence on purchase decision for Wardah powder products through social media TikTok in Yogyakarta, (2) product quality does not influence on purchase decision for Wardah powder products through social media TikTok in Yogyakarta, (3) service quality has a positive influence on purchase decision for Wardah powder products through social media TikTok in Yogyakarta.

Keywords: Price, Product Quality, Service Quality, Purchasing Decision.