

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA, DAN REVIEW PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE THE ORIGINOTE MELALUI MARKETPLACE SHOPEE (Studi pada Konsumen The Originote di Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh kualitas produk, harga, dan *review* produk secara simultan terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee, (2) pengaruh kualitas produk secara parsial terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee, (3) pengaruh harga secara parsial terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee, (4) pengaruh *review* produk secara parsial terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee. Populasi dari penelitian ini adalah seluruh konsumen yang pernah melakukan pembelian produk *skincare* The Originote melalui *marketplace* Shopee yang berdomisili di Yogyakarta. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan metode *purposive sampling*. Data diperoleh dengan cara menyebarkan kuesioner kepada 96 orang responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan bantuan program IBM SPSS 26. Hasil dari penelitian ini menunjukkan bahwa : (1) kualitas produk, harga, dan *review* produk berpengaruh secara simultan terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee, (2) kualitas produk berpengaruh terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee, (3) harga berpengaruh terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee, (4) *review* produk tidak berpengaruh terhadap keputusan pembelian produk The Originote melalui *marketplace* Shopee.

Kata kunci : Kualitas Produk, Harga, *Review* Produk, Keputusan Pembelian.

ABSTRACT

***THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PRODUCT REVIEWS ON PURCHASING DECISIONS FOR THE ORIGINOTE SKINCARE PRODUCTS THROUGH THE SHOPEE MARKETPLACE
(Study on The Originote Consumer in Yogyakarta)***

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This study aims to determine (1) the simultaneous influence of product quality, price, and product review on purchase decision of The Originote products through Shopee marketplace, (2) the partial influence of product quality on purchase decision of The Originote products through Shopee marketplace, (3) the partial effect of price on the purchase decision of The Originote products through Shopee marketplace, (4) the partial influence of product review on purchasing decisions The Originote products through Shopee marketplace. The population of this study is all consumers who have purchased The Originote skincare products through Shopee marketplace domiciled in Yogyakarta. The sampling technique uses nonprobability sampling with the purposive sampling method. The data were obtained by distributing questionnaires to 96 respondents. The data analysis techniques in this study are descriptive analysis, classical assumption test and multiple linear regression analysis with the help of IBM SPSS 26 program. The results of this study show that: (1) product quality, price, and product review simultaneously affect the purchase decision of The Originote products through the Shopee marketplace, (2) product quality partially affects the purchase decision of The Originote products through Shopee marketplace, (3) price partially affects the purchase decision of The Originote products through Shopee marketplace, (4) product reviews partially have no effect on purchase decisions for The Originote products through Shopee marketplace.

Keywords: Product Quality, Price, Product Review, Purchase Decision.