

ABSTRAK

**PENGARUH KUALITAS PRODUK, INOVASI PRODUK, DAN CITRA
MEREK TERHADAP KEPUTUSAN PEMBELIAN
PRODUK KOSMETIK EMINA**

(Studi Pada Mahasiswa-mahasiswi Aktif Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas produk, inovasi produk, dan citra merek secara simultan terhadap keputusan pembelian, (2) pengaruh kualitas produk terhadap keputusan pembelian, (3) pengaruh inovasi produk terhadap keputusan pembelian, dan (4) pengaruh citra merek terhadap keputusan pembelian. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh melalui penyebaran kuesioner dengan menggunakan *google form* kepada 96 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan program SPSS versi 27. Hasil penelitian menunjukkan bahwa: (1) kualitas produk, inovasi produk, dan citra merek secara simultan berpengaruh terhadap keputusan pembelian, (2) kualitas produk berpengaruh terhadap keputusan pembelian, (3) inovasi produk tidak berpengaruh terhadap keputusan pembelian, dan (4) citra merek berpengaruh terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Inovasi Produk, Citra Merek, dan Keputusan Pembelian.

ABSTRACT

***THE INFLUENCE OF PRODUCT QUALITY, PRODUCT INNOVATION,
AND BRAND IMAGE ON PURCHASE DECISION OF EMINA
COSMETIC PRODUCTS***

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This research aims to determine: (1) the simultaneous influence of product quality, product innovation, and brand image on purchase decision, (2) the influence of product quality on purchase decision, (3) the influence of product innovation on purchase decision, and (4) the influence brand image on purchase decision. The sampling technique uses purposive sampling. Data were obtained through questionnaire distribution using Google Form to 96 respondents. The data analysis techniques used in this research are descriptive analysis, classical assumption testing, and multiple linear regression analysis using the SPSS version 27 program. The research results show that: (1) product quality, product innovation, and brand image simultaneously influence purchase decision, (2) product quality influences purchase decision, (3) product innovation has no influence on purchase decision, and (4) brand image influences purchase decision.

Keywords: Product Quality, Product Innovation, Brand Image, and Purchase Decision.