

ABSTRAK
**PENGARUH PROMOSI MELALUI MEDIA SOSIAL, INOVASI PRODUK
DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK
SKINCARE THE ORIGINOTE**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh promosi melalui media sosial, inovasi produk dan harga terhadap keputusan pembelian produk *skincare The Originote*, (2) pengaruh promosi melalui media sosial terhadap keputusan pembelian produk *skincare The Originote*, (3) pengaruh inovasi produk terhadap keputusan pembelian produk *skincare The Originote*, (4) pengaruh harga terhadap keputusan pembelian produk *skincare The Originote*. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma yang membeli dan menggunakan produk *skincare The Originote*. Teknik pengambilan sampel menggunakan *purposive sampling*, dengan kriteria responden mahasiswa Universitas Sanata Dharma Fakultas Ekonomi yang pernah melihat iklan atau promosi *skincare The Originote* melalui media sosial, pernah mencari tahu informasi seperti membaca dan mengunjungi laman produk *skincare The Originote* untuk mengetahui inovasi produknya, pernah membeli minimal satu kali serta menggunakan produk *skincare The Originote* selama dua bulan terakhir. Teknik analisis data yang digunakan pada penelitian ini yaitu analisis regresi linear berganda dengan bantuan *SPSS 26*. Hasil penelitian menunjukkan bahwa: (1) promosi melalui media sosial, inovasi produk dan harga berpengaruh secara simultan terhadap keputusan pembelian produk *skincare The Originote*, (2) promosi melalui media sosial berpengaruh secara parsial terhadap keputusan pembelian produk *skincare The Originote*, (3) inovasi produk berpengaruh secara parsial terhadap keputusan pembelian produk *skincare The Originote*, (4) harga berpengaruh secara parsial terhadap keputusan pembelian produk *skincare The Originote*.

Kata kunci: promosi melalui media sosial, inovasi produk, harga, keputusan pembelian.

ABSTRACT

THE EFFECT OF PROMOTION THROUGH SOCIAL MEDIA, PRODUCT INNOVATION AND PRICE ON PURCHASE DECISION OF THE ORIGINOTE SKINCARE PRODUCTS

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This study aims to examine: (1) the influence of social media promotion, product innovation, and price on purchase decision of The Originote skincare products; (2) the influence of social media promotion on purchase decision of The Originote skincare products; (3) the influence of product innovation on purchase decision of The Originote skincare products; and (4) the influence of price on purchase decision of The Originote skincare products. The population in this study consists of students from Sanata Dharma University who have purchased and used The Originote skincare products. The sampling technique used is purposive sampling, with the criteria being students of the Faculty of Economics at Sanata Dharma University who have seen advertisements or promotions of The Originote skincare products on social media, have sought product-related information (such as by reading or visiting The Originote product pages to learn about their innovations), have made at least one purchase, and have used The Originote skincare products within the last two months. The data analysis technique used in this study is multiple linear regression analysis with the assistance of SPSS 26 software. The results of the study indicate that: (1) social media promotion, product innovation, and price simultaneously have a significant effect on purchase decision of The Originote skincare products; (2) social media promotion partially influences purchase decision of The Originote skincare products; (3) product innovation partially influences purchase decision of The Originote skincare products; and (4) price partially influences purchase decision of The Originote skincare products.

Keywords: Social media promotion, Product innovation, Price, Purchase decision.