

ABSTRAK

PENGARUH KELENGKAPAN PRODUK, KUALITAS PELAYANAN, HARGA, DAN ULASAN DI GOOGLE MAPS TERHADAP KEPUTUSAN PEMBELIAN DI CF BEAUTY PADA MAHASISWA DI DIY

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Penelitian ini bertujuan untuk mengetahui pengaruh kelengkapan produk, kualitas pelayanan, harga, dan ulasan di Google Maps terhadap keputusan pembelian konsumen di toko kosmetik CF Beauty (mencakup cabang Gejayan, Babarsari, dan Kusumanegara) pada kalangan mahasiswa di Daerah Istimewa Yogyakarta (DIY), baik secara simultan maupun parsial. Pendekatan yang digunakan adalah kuantitatif dengan metode survei. Pengambilan sampel menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 100 mahasiswa di DIY yang memenuhi kriteria spesifik, yaitu merupakan mahasiswa aktif di DIY, pernah melakukan pembelian secara *offline* di CF Beauty minimal satu kali dalam enam bulan terakhir pada saat pengambilan data serta pernah mengakses ulasan di Google Maps. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara simultan, kelengkapan produk, kualitas pelayanan, harga, dan ulasan di Google Maps berpengaruh signifikan terhadap keputusan pembelian. Secara parsial, pengujian hipotesis membuktikan bahwa kualitas pelayanan dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan variabel harga teridentifikasi sebagai faktor yang memiliki pengaruh paling dominan. Di sisi lain, kelengkapan produk dan ulasan di Google Maps tidak terbukti berpengaruh signifikan secara parsial terhadap keputusan pembelian mahasiswa. Berdasarkan uji koefisien determinasi, diperoleh nilai sebesar 44,2%, yang menunjukkan bahwa kemampuan keempat variabel independen dalam menjelaskan variasi keputusan pembelian adalah sebesar 44,2%, sementara 55,8% sisanya dipengaruhi oleh faktor-faktor lain di luar model penelitian ini.

Kata kunci: Kelengkapan Produk, Kualitas Pelayanan, Harga, Ulasan di Google Maps, Keputusan Pembelian

ABSTRACT

**THE EFFECT OF PRODUCT COMPLETENESS, SERVICE QUALITY, PRICE, AND
GOOGLE MAPS REVIEWS ON PURCHASE DECISIONS AT CF BEAUTY AMONG
STUDENTS IN DIY**

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This study aims to examine and analyze the effect of product completeness, service quality, price, and Google Maps reviews on consumer purchase decisions at the CF Beauty cosmetic store (covering the Gejayan, Babarsari, and Kusumanegara branches) among students in the Special Region of Yogyakarta (DIY), both simultaneously and partially. A quantitative approach using a survey method was employed. Purposive sampling was used to select 100 student respondents in DIY who met specific criteria: having made at least one offline purchase at CF Beauty within the last six months at the time of data collection and having accessed reviews on Google Maps. The data analysis technique utilized was multiple linear regression analysis with the assistance of the SPSS program. The results indicate that simultaneously, product completeness, service quality, price, and Google Maps reviews have a significant effect on purchase decisions. Partially, hypothesis testing proves that service quality and price have a positive and significant effect on purchase decisions, with the price variable identified as the most dominant factor influencing them. On the other hand, product completeness and Google Maps reviews do not prove to have a significant partial effect on student purchase decisions. Based on the coefficient of determination test, a value of 44.2% was obtained, indicating that the ability of the four independent variables to explain the variation in purchase decisions is 44.2%, while the remaining 55.8% is influenced by other factors outside this research model.

Keywords: Product Completeness, Service Quality, Price, Google Maps Reviews, Purchase Decision