

ABSTRAK

**PENGARUH BRAND IMAGE, HARGA, DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN PRODUK KECANTIKAN MOP
(Studi pada Generasi Z di DI Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *brand image*, harga, dan kualitas produk secara simultan terhadap keputusan pembelian produk kecantikan MOP, (2) pengaruh *brand image* secara parsial terhadap keputusan pembelian produk kecantikan MOP, (3) pengaruh harga secara parsial terhadap keputusan pembelian produk kecantikan MOP, (4) pengaruh kualitas produk secara parsial terhadap keputusan pembelian produk kecantikan MOP. Populasi dari penelitian ini adalah seluruh konsumen di DI Yogyakarta generasi Z yang telah melakukan pembelian produk kecantikan MOP. 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 linear berganda dengan bantuan IBM SPSS. Hasil dari penelitian ini menunjukkan bahwa: (1) *brand image*, harga, dan kualitas produk, secara simultan berpengaruh terhadap keputusan pembelian produk kecantikan MOP, (2) *brand image* tidak berpengaruh terhadap keputusan pembelian produk kecantikan MOP, (3) harga berpengaruh terhadap keputusan pembelian Produk kecantikan MOP, (4) kualitas produk berpengaruh terhadap keputusan pembelian produk kecantikan MOP.

Kata kunci: *Brand Image*, Harga, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

***THE EFFECT OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON
PURCHASE DECISION OF MOP BEAUTY PRODUCT
(A Study of Generation Z in DI Yogyakarta)***

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This study aims to determine: (1) the simultaneous effect of brand image, price, and product quality on purchase decision of MOP beauty products, (2) the partial effect of brand image on purchase decision of MOP beauty products, (3) the partial effect of price on purchase decision of MOP beauty products, (4) the partial effect of product quality on purchase decision of MOP beauty products. The population of this study consisted of all Generation Z consumers in DI Yogyakarta who had purchased MOP beauty products. The sampling technique used nonprobability sampling with purposive sampling method. The data were obtained by distributing questionnaires to 96 respondents. The data analysis techniques in this study were descriptive analysis, classical assumption testing, and multiple linear regression analysis using IBM SPSS. The results of this study indicate that: (1) brand image, price, and product quality simultaneously influence purchase decision of MOP beauty products, (2) brand image does not influence purchase decision of MOP beauty products, (3) price influences purchase decision of MOP beauty products, (4) product quality influences purchase decision of MOP beauty products.

Keywords: Brand Image, Price, Product Quality, Purchase Decision