

ABSTRAK

PENGARUH *PRODUCT CHARACTERISTIC, PERCEIVED PRICE, PLACE OF SALES, ADVERTISEMENT-PROMOTION, TRADEMARK, PSYCHOLOGICAL OF SHOPPERS,* DAN *INCOME* TERHADAP *DECISIONS TO BUY* PRODUK PERAWATAN DAN KECANTIKAN KOREA (INDONESIAN)

Tujuan penelitian ini adalah untuk menguji pengaruh *Product Characteristic, Perceived Price, Place of Sales, Advertisement-Promotion, Trademark, Psychological of Shoppers,* dan *Income* terhadap *Decisions to Buy* produk perawatan dan kecantikan Korea. Penelitian ini dilakukan secara kuantitatif. Teknik pengambilan sample adalah *purposive sampling*. Peneliti menyebarkan kusioner *online* melalui *google form* dan mengumpulkan 188 responden untuk *actual test* dengan kriteria responden yang pernah melakukan pembelian produk perawatan dan kecantikan Korea dalam kurun waktu 3 bulan. Data dalam penelitian ini dianalisis menggunakan analisis regresi linear berganda dengan aplikasi SPSS 25. Hasil penelitian membuktikan bahwa *Product Characteristic, Perceived Price, Place of Sales, Trademark,* dan *Income* berpengaruh secara signifikan dan positif terhadap *Decisions to Buy*. Sedangkan *Advertisement-Promotion* dan *Psychological of Shoppers* terhadap *Decisions to Buy* tidak berpengaruh secara signifikan terhadap *Decisions to Buy*.

Kata Kunci: *Product Characteristic, Perceived Price, Place of Sales, Advertisement-Promotion, Trademark, Psychological of Shoppers, Income, Decisions to Buy*

ASBTRACT

THE INFLUENCE OF PRODUCT CHARACTERISTIC, PERCEIVED PRICE, PLACE OF SALES, ADVERTISEMENT-PROMOTION, TRADEMARK, PSYCHOLOGICAL OF SHOPPERS, AND INCOME ON DECISIONS TO BUY KOREAN CARE AND BEAUTY PRODUCTS

The aim of this research is to examine the influence of Product Characteristics, Perceived Price, Place of Sales, Advertisement-Promotion, Trademark, Psychology of Shoppers, and Income on Decisions to Buy Korean care and beauty products. This research was conducted quantitatively. The sampling technique is purposive sampling. Researchers distributed online questionnaires via Google Form and collected 188 respondents for actual tests with the criteria of respondents who had purchased Korean care and beauty products within a period of 6 months. The data in this research were analyzed using multiple linear regression analysis with the SPSS 25 application. The research results prove that Product Characteristics, Perceived Price, Place of Sales, Trademark, and Income have a significant and positive effect on Decisions to Buy. Meanwhile, Advertisement-Promotion and Psychology of Shoppers on Decisions to Buy do not significantly influence Decisions to Buy.

Keywords: Product Characteristics, Perceived Price, Place of Sales, Advertisement-Promotion, Trademark, Psychology of Shoppers, Income, Decisions to Buy