

ABSTRAK

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STRATEGI PEMASARAN PRODUK SKINCARE PADA GENERASI MILENIAL, KUALITAS PRODUK, KUALITAS PELAYANAN, PERSEPSI HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE SKINTIFIC KOTA SURABAYA

(xviii + 106 halaman; 5 gambar; 22 tabel; 3 lampiran)

Penelitian ini bertujuan menganalisis pengaruh influencer marketing, kualitas produk dan harga terhadap keputusan pembelian produk skincare skintific di kota Surabaya. Metode penelitian yang digunakan adalah metode kuantitatif. Data dikumpulkan melalui kuesioner yang disebarakan kepada konsumen produk skincare Skintific di Kota Surabaya. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan spss versi 25 untuk mengetahui pengaruh masing-masing variabel independen terhadap keputusan pembelian. Hasil dari penelitian ini menunjukkan bahwa kualitas pelayanan secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, hal ini dibuktikan dengan nilai t-hitung $10,861 > t\text{-tabel } 1,986$ dan nilai signifikansi $0,000 < 0,05$. Kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, hal ini dibuktikan dengan nilai t-hitung $12,048 > t\text{-tabel } 1,986$ dan nilai signifikansi $0,000 < 0,05$. Harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, hal ini dibuktikan dengan nilai t-hitung $15,891 > t\text{-tabel } 1,986$ dan nilai signifikansi $0,000 < 0,05$. Kualitas pelayanan, Kualitas Produk persepsi harga dan citra merek secara bersama-sama berpengaruh positif dan signifikan terhadap keputusan pembelian, hal ini dibuktikan dengan nilai f-hitung $93,429 > f\text{-tabel } 2,70$ dan nilai signifikansi $0,000 < 0,05$.

Kata Kunci : Kualitas produk, kualitas pelayanan, persepsi harga dan citra merek

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MARKETING STRATEGY OF SKINCARE PRODUCTS IN MILLENNIAL GENERATION, PRODUCT QUALITY, SERVICE QUALITY, PRICE PERCEPTION AND BRAND IMAGE TOWARDS SKINTIFIC SKINCARE PRODUCT PURCHASE DECISION IN SURABAYA CITY

(xviii + 106 pages; 5 images; 22 tables; 3 appendices)

This study aims to analyze the influence of influencer marketing, product quality and price on purchasing decisions for Skintific skincare products in the city of Surabaya. The research method used is a quantitative method. Data were collected through questionnaires distributed to consumers of Skintific skincare products in the city of Surabaya. Data analysis was carried out using multiple linear regression with the help of SPSS version 25 to determine the effect of each independent variable on purchasing decisions. The results of this study indicate that service quality partially has a positive and significant effect on purchasing decisions, this is evidenced by the t-count value of $10.861 > t\text{-table } 1.986$ and a significance value of $0.000 < 0.05$. Product quality partially has a positive and significant effect on purchasing decisions, this is evidenced by the t-count value of $12.048 > t\text{-table } 1.986$ and a significance value of $0.000 < 0.05$. Price partially has a positive and significant effect on purchasing decisions, this is evidenced by the t-count value of $15.891 > t\text{-table } 1.986$ and a significance value of $0.000 < 0.05$. Service quality, Product Quality, price perception and brand image together have a positive and significant effect on purchasing decisions, this is evidenced by the f-count value of $93.429 > f\text{-table } 2.70$ and a significance value of $0.000 < 0.05$.

Keywords: Product quality, service quality, price perception and brand image

References: 44 (2020-2024)