

The Influence of Advertising and Price on Wardah Cosmetic Purchasing Decisions with Buying Interests as an Intervening Variable (Case Study on Female Students at the Islamic University of Darul Ulum Lamongan) Trisna Amalia, Ali Muhjir, Saifudin Zuhri, 2023, Student of Management, Faculty of Economics, Darul U'lum Lamongan Islamic University

ABSTRACT

This study aims to determine the effect of advertising and price on purchase intention, the effect of advertising and price on purchase decisions and the effect of purchase intention on purchase decisions, and to determine the effect of purchase intention as an intervening variable on female students at the Islamic University of Darul Ulum Lamongan. This study used the purposive sampling method with the slovin formula so that 93 respondents could be obtained. The research was carried out with partial tests and path analysis using SPSS 25. The results of the test for the coefficient of determination based on the R Square value show that advertising, price and purchase intention have an effect on purchasing decisions by 41.4%. The conclusion of the research results obtained that the advertising variable has no effect on purchase intention as evidenced by the t-table of $0.217 < 1.662$ with sig $0.829 > 0.05$. the price variable has an effect on buying interest as evidenced by the t-table of $14.016 > 1.662$ with sig $0.000 < 0.05$. advertising has no effect on purchasing decisions as evidenced by the t-table of $1.636 > 1.662$ with sig $0.105 > 0.05$. the price variable influences the t-table decision of $2,230 < 1,662$ with sig $0.028 > 0.05$. variable Purchase interest has no effect on purchasing decisions as evidenced by the t-table of $0.855 > 1.662$ with sig $0.395 > 0.05$. And path analysis shows that the advertising variable has no influence on purchasing decisions with buying interest as an intervening variable t-table of $0.451 > 1.662$ and the price variable has an influence on purchasing decisions with buying interest as an intervening variable of t-table $3.025 < 1.662$

Keyword: Advertising, Price, Interest Buying, Buying Decisions

Pengaruh Iklan Dan Harga Terhadap Keputusan Pembelian Kosmetik Wardah Dengan Minat Beli Sebagai Variable Intervening (Studi kasus pada Mahasiswi di Universitas Islam Darul ulum Lamongan) Trisna Amalia, Ali Muhajir, Saifudin Zuhri, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Datul U'lum Lamongan.

ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh iklan dan harga terhadap minat beli, pengaruh iklan dan harga terhadap keputusan pembelian dan pengaruh minat beli terhadap keputusan pembelian, serta mengetahui pengaruh minat beli sebagai variable intervening pada mahasiswi di universitas islam darul ulum Lamongan. Penelitian ini menggunakan metode *Purposive Sampling* dengan rumus slovin sehingga dapat di peroleh 93 responden. Penelitian dilakukan dengan uji parsial dan analisis jalur menggunakan SPSS 25. Hasil uji koefisien determinasi berdasarkan nilai R Square bahwa iklan, harga dan minat beli berpengaruh ke keputusan pembelian sebesar 41,4%. Kesimpulan hasil penelitian diperoleh variable iklan tidak berpengaruh terhadap minat beli dibuktikan dengan t-tabel sebesar $0.217 < 1.662$ dengan sig $0.829 > 0.05$. variabel harga berpengaruh terhadap minat beli dibuktikan dengan t-tabel sebesar $14.016 > 1.662$ dengan sig $0.000 < 0.05$. iklan tidak berpengaruh terhadap keputusan pembelian dibuktikan dengan t-tabel sebesar $1.636 > 1.662$ dengan sig $0.105 > 0.05$. variable harga berpengaruh terhadap keputusan t-tabel sebesar $2.230 < 1.662$ dengan sig $0.028 > 0.05$. variable Minat beli tidak berpengaruh ke keputusan pembelian dibuktikan dengan t-tabel sebesar $0.855 > 1.662$ dengan sig $0.395 > 0.05$. Dan analisis jalur menunjukkan variable iklan tidak memiliki pengaruh ke keputusan pembelian dengan minat beli sebagai variable intervening t-tabel sebesar $0.451 > 1.662$ dan variable harga memiliki pengaruh ke keputusan pembelian dengan minat beli sebagai variable intervening sebesar t-tabel $3.025 < 1.662$

Kata Kunci: Iklan, Harga, Keputusan Pembelian, Minat beli