

ABSTRACT

Factors Affecting Consumers on Purchasing Decisions of KF SKIN Products in Lamongan
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The beauty industry in Indonesia continues to experience growth from year to year, this opens up huge opportunities in the beauty industry due to the vast Indonesian market, Indonesia is one of the regions that has potential in developing the beauty products market, so that more and more new cosmetic brands emerge, this raises business competition to be more stringent and force business people to survive, The purpose of this study is to find out the factors that influence consumers on purchasing decisions, namely, price factors, consumer behavior factors and product quality factors. The sampling technique with the Purposive Sampling method is the number of samples used in this study as many as 96 respondents. This research sample is consumers CV. Bina Putri, the data analysis method uses multiple linear analysis, reliability test and validity test, classic assumption test along with hypothesis testing, namely t test and coefficient of determination. Based on the analysis of the data concluded, the results are as follows: the results of the t test show that prices partially have a significant effect on purchasing decisions, while product quality and consumer behavior do not have a significant influence on purchasing decisions. The variable that most influences the purchasing decision is the price variable. Obtained the Adjusted R Square value of 0.786 or 78.6%. The influence of price variables, product quality and consumer behavior on purchasing decisions is 78.6%. While the rest (21.4%) is influenced by other variables outside the research

Keywords: *Price, Product Quality, Consumer Behavior, Purchasing Decision*

ABSTRAK

Faktor-faktor yang Mempengaruhi Konsumen Terhadap Keputusan Pembelian Produk KF SKIN di Lamongan

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Industri kecantikan di Indonesia terus mengalami pertumbuhan dari tahun ke tahun, hal ini membuka peluang yang besar dalam industri kecantikan dikarenakan luasnya pasar Indonesia. Tujuan penelitian ini adalah untuk mengetahui Pengaruh Variabel Harga, Kualitas Produk, Prilaku Konsumen dalam Keputusan Pembelian. Teknik pengambilan sampel dengan metode *Purposive Sampling* jumlah sampel yang digunakan 96 Responden. Metode analisis datanya menggunakan analisis linier berganda, uji reliabilitas dan uji validitas, uji asumsi klasik beserta uji hipotesis yaitu uji t dan koefisien determinasi. Berdasarkan analisis data dapat disimpulkan, hasil uji t menunjukkan bahwa harga secara parsial berpengaruh signifikan terhadap keputusan pembelian, sedangkan kualitas produk dan prilaku konsumen tidak memberikan pengaruh yang signifikan terhadap keputusan pembelian. Variabel yang paling berpengaruh terhadap keputusan pembelian adalah variabel harga. Diperoleh nilai Adjusted R Square sebesar 0,786 atau 78,6%. Pengaruh variabel harga, kualitas produk dan perilaku konsumen terhadap keputusan pembelian adalah 78,6%. Sedangkan sisanya (21,4%) dipengaruhi oleh variabel lain diluar penelitian

Kata Kunci : Harga, Kualitas Produk, Prilaku Konsumen, Keputusan Pembelian