

## ABSTRAK

Poppy Septiyani. 2017176082. Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian pada Lipstik Maybelline di Mall Kota Kasablanka saat Tengah Pandemi Covid-19. Pembimbing: Produk lipstik Maybelline merupakan salah satu produk international yang mampu bersaing dengan produk kosmetik yang pemasarannya secara langsung ke konsumen. Tujuan dalam penelitian ini adalah 1) Untuk mengetahui harga Lipstik Maybelline di Mall Kota Kasablanka saat Tengah Pandemi Covid-19. 2) Untuk mengetahui kualitas produk Lipstik Maybelline di Mall Kota Kasablanka saat Tengah Pandemi Covid-19. 3) Untuk mengetahui keputusan pembelian Lipstik Maybelline di Mall Kota Kasablanka saat Tengah Pandemi Covid-19. 4) Untuk mengetahui pengaruh harga dan kualitas produk terhadap keputusan pembelian pada Lipstik Maybelline di Mall Kota Kasablanka saat Tengah Pandemi Covid-19.

Metode dengan jenis penelitian kuantitatif. Populasi dalam penelitian ini adalah 100 seluruh konsumen yang membeli Lipstik Maybelline di Mall Kota Kasablanka. Peneliti menggunakan teknik *purposive sampling* dengan rumus Slovin, sampel dalam penelitian ini adalah 50 responden. Hasil penelitian dalam penelitian ini adalah 1) Berdasarkan hasil kuesioner pada variabel Harga diperoleh dari pernyataan 1 yang memiliki dengan nilai rata-rata tertinggi sebesar 4.02 yakni dalam dikategorikan terjangkau dan pernyataan 3 yang memiliki dengan nilai rata-rata terendah sebesar 3.18 yakni dalam dikategorikan Cukup Terjangkau. 2) Berdasarkan hasil kuesioner pada variabel Kualitas Produk diperoleh dari pernyataan 12 yang memiliki dengan nilai rata-rata tertinggi sebesar 4.28 yakni dalam dikategorikan sangat baik dan pernyataan 3 yang memiliki dengan nilai rata-rata terendah sebesar 3.70 yakni dalam dikategorikan baik. 3) Berdasarkan hasil kuesioner pada variabel Keputusan Pembelian diperoleh dari pernyataan 11 yang memiliki dengan nilai rata-rata tertinggi sebesar 4,62 yakni dalam dikategorikan sangat ingin membeli dan pernyataan 6 yang memiliki dengan nilai rata-rata terendah sebesar 3,22 yakni dalam dikategorikan ragu-ragu. 4) Secara regresi terdapat pengaruh yang signifikan antara Harga terhadap Keputusan Pembelian dapat dilihat dari nilai  $t_{hitung}$  ( $4.641 > 0,050$ ), dan terdapat pengaruh yang signifikan antara Kualitas Produk terhadap Keputusan Pembelian dapat dilihat dari nilai  $t_{hitung}$  ( $7.151 > 0,050$ ), serta secara simultan terdapat pengaruh yang signifikan antara Harga dan Kualitas Produk terhadap Keputusan Pembelian, dapat dilihat dari nilai nilai  $F_{hitung}$  ( $41.591 > 0,050$ ). Besarnya kontribusi sebesar 63.9% Harga ( $X_1$ ) dan Kualitas Produk ( $X_2$ ) berpengaruh terhadap Keputusan Pembelian ( $Y$ ). Hal ini dinyatakan bahwa hasil secara parsial dan simultan terdapat berpengaruh signifikan antara Harga dan Kualitas Produk terhadap Keputusan Pembelian.

Kata Kunci : Harga, Kualitas Produk, Keputusan Pembeli

## **ABSTRAK**

*Poppy Septiyani. 2017176082. The Influence of Price and Product Quality on Purchase Decisions on Maybelline Lipstick at Kota Kasablanka Mall during the Covid-19 Pandemic. Supervisor:*

*Maybelline lipstick products are one of the international products that are able to compete with cosmetic products whose marketing is directly to consumers. The aims of this research are 1) To find out the price of Maybelline Lipstick at Kota Kasablanka Mall during the Covid-19 Pandemic. 2) To find out the quality of Maybelline Lipstick products at Kota Kasablanka Mall during the Covid-19 Pandemic. 3) To find out the decision to buy Maybelline Lipstick at Kota Kasablanka Mall during the Covid-19 Pandemic. 4) To find out the effect of price and product quality on purchasing decisions on Maybelline Lipstick at Kota Kasablanka Mall during the Covid-19 Pandemic.*

*Method with this type of quantitative research. The population in this study were 100 consumers who bought Maybelline Lipstick at Kota Kasablanka Mall. The researcher used a purposive sampling technique with the Slovin formula, the sample in this study was 50 respondents. The results of the research in this study are 1) Based on the results of the questionnaire on the Price variable, it is obtained from statement 1 which has the highest average value of 4.02 which is categorized as affordable and statement 3 which has the lowest average value of 3.18 which is categorized as Fairly Affordable. . 2) Based on the results of the questionnaire on the Product Quality variable, it was obtained from statement 12 which had the highest average value of 4.28 which was categorized as very good and statement 3 which had the lowest average value of 3.70 which was categorized as good. 3) Based on the results of the questionnaire on the Purchase Decision variable, it was obtained from statement 11 which had the highest average value of 4.62 which was categorized as very willing to buy and statement 6 which had the lowest average value of 3.22 which was categorized as doubtful. -doubt. 4) In regression, there is a significant influence between Price on Purchase Decisions, it can be seen from the tcount value ( $4,641 > 0,050$ ), and there is a significant influence between Product Quality on Purchase Decisions can be seen from the tcount ( $7,151 > 0,050$ ), and simultaneously there are a significant influence between price and product quality on purchasing decisions, can be seen from the value of Fcount ( $41,591 > 0,050$ ). The amount of the contribution of 63.9% Price (X1) and Product Quality (X2) affect the Purchase Decision (Y). It is stated that the results partially and simultaneously have a significant effect between Price and Product Quality on Purchase Decisions.*

*Keywords: Price, Product Quality, Purchase Decision*