

**PENGARUH KUALITAS PRODUK, HARGA, DAN *BRAND IMAGE*
TERHADAP KEPUTUSAN PEMBELIAN *SKINCARE*
COSRX DI KABUPATEN JEMBER**

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ABSTRAK

Studi yang dilaksanakan menerapkan pendekatan kuantitatif menggunakan teknik survei menjadi metode pengumpulan data. Data di kumpulkan melalui penyebaran kuesioner kepada responden yang merupakan konsumen *skincare* Cosrx di Kabupaten Jember. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan perangkat lunak SPSS statistic 25. Hasil penelitian menunjukkan bahwa secara parsial variabel kualitas produk (X1) berpengaruh signifikan terhadap keputusan pembelian. Sementara itu, variabel harga (X2) dan *brand image* (X3) tidak berpengaruh signifikan terhadap keputusan pembelian. Namun, berdasarkan hasil uji simultan (uji F) menunjukkan bahwa variabel kualitas produk (X1), harga (X2), dan *brand image* (X3) secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan hasil penelitian tersebut dapat disimpulkan bahwa variabel kualitas produk (X1) memiliki pengaruh paling dominan dalam mempengaruhi keputusan pembelian di bandingkan variabel lainnya.

Kata Kunci: Kualitas Produk, Harga, *Brand Image*, dan Keputusan Pembelian

***THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND BRAND
IMAGE ON PURCHASE DECISIONS FOR COSRX
SKINCARE IN JEMBER REGENCY***

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ABSTRACT

The study employed a quantitative approach using survey techniques as the data collection method. Data were collected through questionnaires distributed to respondents who were Cosrx skincare consumers in Jember Regency. The data analysis technique used was multiple linear regression analysis with the aid of SPSS 25 statistical software. The results showed that, partially, the product quality variable (X1) had a significant influence on purchasing decisions. Meanwhile, the price (X2) and brand image (X3) variables did not significantly influence purchasing decisions. However, the results of the simultaneous test (F test) indicated that the product quality variables (X1), price (X2), and brand image (X3) collectively had a significant influence on purchasing decisions. Based on these results, it can be concluded that the product quality variable (X1) had the most dominant influence on purchasing decisions compared to other variables.

Keywords: Product Quality, Price, Brand Image, and Purchasing Decisions