

**Pengaruh Harga, Kualitas Produk dan *Brand Awareness*
terhadap Keputusan Pembelian Produk Emina
pada Mahasiswi Politeknik Negeri Jember**

*The Influence of Price, Product Quality and Brand Awareness on the Purchase
Decision of Emina Products*

Carissa Diffa Aulia

Study Program of International Marketing Management Majoring of Business
Program Studi Manajemen Pemasaran Internasional
Jurusan Bisnis

ABSTRACT

This study was motivated by the rapid growth of the cosmetics industry in Indonesia, particularly in the teenage girls' segment, where Emina is one of the leading local cosmetics and skincare brands. The objective of this study is to examine and analyze the influence of price, product quality, and brand awareness both individually and collectively on the purchase decisions of Emina products among female students at Jember State Polytechnic. The research method used is quantitative, employing multiple linear regression analysis. Data were collected through a questionnaire distributed to 33 active female students at Jember State Polytechnic who use Emina products. The results of this study indicate that, individually, the variables of price and brand awareness were found to have a significant and positive influence on the students' purchasing decisions. Simultaneously, the variables of price, product quality, and brand awareness have a significant influence on purchasing decisions. Based on these findings, Emina is advised to maintain price as an indicator of product quality and to enhance innovation to sustain consumer loyalty.

Keywords: brand awareness, price, product quality, purchasing decisions