

ABSTRAK

Dunia bisnis yang terus berkembang membuat banyak perusahaan baru bermunculan, hal ini menyebabkan perusahaan-perusahaan mengalami persaingan. Persaingan antar pasar industri kosmetik dan perawatan pribadi semakin kompetitif. Penelitian ini bertujuan untuk mengetahui pengaruh antara Kualitas Produk dan Gaya Hidup terhadap Keputusan Pembelian produk skincare MS Glow pada konsumen skincare MS Glow di Kecamatan Telagasari Karawang. Jenis penelitian menggunakan deskriptif kuantitatif, dengan sampel dalam penelitian ini sebanyak 105 responden. Teknik pengambilan sampel diambil dengan teknik *simple random sampling*, instrumen pengumpulan data dengan Teknik analisis data menggunakan analisis Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa (1.) kualitas produk secara parsial berpengaruh dan tidak signifikan terhadap keputusan pembelian, (2). gaya hidup secara parsial berpengaruh dan signifikan terhadap keputusan pembelian, (3). terdapat pengaruh simultan antara kualitas produk dan gaya hidup terhadap keputusan pembelian.

Kata kunci: Kualitas Produk, Gaya Hidup, Keputusan Pembelian



ABSTRACT

The business world that continues to grow makes many new companies appear, this causes companies to experience competition. Competition between the cosmetic and personal care industry markets is increasingly competitive. This study aims to determine the effect of product quality and lifestyle on purchasing decisions for MS Glow skincare products on MS Glow skincare consumers in Telagasari District, Karawang. This type of research uses quantitative descriptive, with a sample of 105 respondents in this study. The sampling technique was taken by simple random sampling technique, the data collection instrument was the data analysis technique using Multiple Linear Regression analysis. The results showed that (1.) product quality partially and not significant effect on purchasing decisions, (2). lifestyle partially and significantly influences purchasing decisions, (3). there is a simultaneous influence between product quality and lifestyle on purchasing decisions.

Keywords: Product Quality, Lifestyle, Purchase Decision

