

ABSTRAK

Penelitian ini bertujuan untuk: mengetahui, menganalisis, serta menjelaskan: (1) kualitas produk, harga dan keputusan pembelian produk lipstik maybelline pada mahasiswi manajemen universitas buana perjuangan karawang; (2) hubungan kualitas produk dan harga produk lipstik maybelline pada mahasiswi manajemen universitas buana perjuangan karawang; (3) pengaruh parsial kualitas produk dan harga terhadap keputusan pembelian produk lipstik maybelline pada mahasiswi manajemen universitas buana perjuangan karawang; (4) Pengaruh simultan kualitas produk dan harga terhadap keputusan pembelian produk lipstik maybelline pada mahasiswi manajemen universitas buana perjuangan karawang. Penelitian ini dilakukan dengan metode deskriptif verifikatif. Jumlah populasi dalam penelitian ini adalah 133 orang. Sampel yang diambil berdasarkan teknik *Stratified Random Sampling* berjumlah 100 orang. Teknik analisis data menggunakan analisis korelasi, koefisien determinasi dan analisis jalur. Berdasarkan hasil uji deskriptif, kualitas produk, harga dan keputusan pembelian berada pada kriteria setuju. Berdasarkan hasil uji verifikatif, diketahui terdapat hubungan yang kuat dan searah antara kualitas produk dan harga. Terdapat pengaruh parsial kualitas produk terhadap keputusan pembelian baik secara langsung maupun tidak langsung dengan total pengaruh sebesar 21,6%. Terdapat pengaruh parsial harga terhadap keputusan pembelian dengan total pengaruh sebesar 60,9%. Terdapat pengaruh simultan kualitas produk dan harga terhadap keputusan pembelian sebesar 82,5% sedangkan sisanya sebesar 17,5% di pengaruhi variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Kualitas Produk, Harga, Keputusan Pembelian, Lipstik Maybelline.

ABSTRACT

This study aims to: identify, analyze, and explain: (1) product quality, price and purchasing decisions for Maybelline lipstick products for management students at Buana Perjuangan University; (2) the relationship between product quality and product price of Maybelline lipstick on management students at Buana Perjuangan University, Karawang; (3) the partial effect of product quality and price on purchasing decisions for Maybelline lipstick products for female management students at Buana Perjuangan University; (4) The simultaneous effect of product quality and price on purchasing decisions for Maybelline lipstick products for management students at Buana Perjuangan University, Karawang. This research was conducted using a descriptive verification method. The total population in this study was 133 people. Samples taken based on the Stratified Random Sampling technique amounted to 100 people. Data analysis techniques using correlation analysis, coefficient of determination and path analysis. Based on the results of the descriptive test, product quality, price and purchasing decisions are in the agreed criteria. Based on the results of the verification test, it is known that there is a strong and unidirectional relationship between product quality and price. There is a partial effect of product quality on purchasing decisions both directly and indirectly with a total effect of 21.6%. There is a partial effect of price on purchasing decisions with a total influence of 60.9%. There is a simultaneous effect of product quality and price on purchasing decisions of 82.5% while the remaining 17.5% is influenced by other variables not examined in this study.

Keywords: Product Quality, Price, Purchase Decision, Maybelline Lipstick.

KARAWANG