

ABSTRAK

PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI

(Studi pada Konsumen Wardah *Cosmetics* di Indonesia)

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh kualitas produk dan harga terhadap minat beli, (2) pengaruh langsung kualitas produk dan harga terhadap keputusan pembelian, serta (3) pengaruh kualitas produk dan harga terhadap keputusan pembelian melalui minat beli Wardah *Cosmetics*. Pengambilan sampel menggunakan *purposive sampling*. Data penelitian diperoleh dengan membagikan kuesioner tentang kualitas produk, harga, minat beli dan keputusan pembelian kepada 100 responden yang sudah pernah / paling tidak satu kali menggunakan produk kosmetik dari Wardah dalam kurun waktu kurang dari 6 bulan. Teknik analisis data dalam penelitian ini menggunakan analisis jalur menggunakan SPSS versi 21 for windows. Hasil peneitian menunjukkan bahwa (1) kualitas produk dan harga berpengaruh terhadap minat beli Wardah *Cosmetics*, (2a.) kualitas produk berpengaruh langsung terhadap keputusan pembelian (2b.) harga tidak berpengaruh langsung terhadap keputusan pembelian, serta (3a.) kualitas produk berpengaruh terhadap keputusan pembelian melalui minat beli (3b) harga tidak berpengaruh terhadap keputusan pembelian melalui minat beli Wardah *Cosmetics*.

Kata kunci : Kualitas Produk, Harga, Minat Beli, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON THE PURCHASING DECISIONS THROUGH BUYING INTEREST

A Study on Wardah Cosmetics Consumers Of Indonesia

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This study aims to determine (1) the influence of product quality and price on the purchasing decisions, and (3) the influence of product quality and price on the Wardah Cosmetics purchasing decisions. This research employed purposive sampling technique. The data were obtained by distributing questionnaires about product quality, price, buying interest, and purchasing decisions to 100 respondent. The respondents were people in Indonesia who have used cosmetics products from Wardah at least once within less than 6 months. Path analysis using SPSS version 21 for windows. The results show that (1) product quality and price influenced the buying interest in Wardah Cosmetics, (2a.) Product quality influenced the purchasing decisions (2b.) Price had no influence the purchasing decisions, and (3a.) Product quality influenced the purchasing decisions through buying interest (3b) the price had no influence on the purchasing decisions through buying interest of Wardah Cosmetics.

Keywords : Product Quality, Price, Buying Interest, Purchasing Decisions.