

ABSTRAK

Nelly Katrina Pakpahan. Pengaruh Kualitas Layanan, Harga dan Promosi terhadap Keputusan Pembelian Produk Skintific melalui Shopee pada Perempuan di Kota Medan. Dibimbing oleh Binsar Sihombing, SE.M.Si dan Muhammad Roestian Fahmi, S.I.Kom, M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, harga dan promosi terhadap keputusan pembelian produk skintific cushion melalui shopee pada perempuan di kota medan. Meningkatnya persaingan bisnis kosmetik secara online serta pentingnya memahami faktor-faktor yang mempengaruhi konsumen dalam mengambil keputusan pembelian. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif kausal, populasi dalam penelitian ini adalah konsumen perempuan di kota medan yang pernah membeli cushion skintific melalui shopee. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden 115 orang. Pengumpulan data dilakukan melalui kuesioner dengan skala likert. Analisis data menggunakan uji instrumen penelitian, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan uji koefisien determinasi (R^2) dengan bantuan program SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial kualitas layanan, harga dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian produk cushion skintific di shopee, yang berarti semakin baik kualitas layanan, harga yang sesuai dan promosi yang menarik, maka semakin tinggi pula keputusan konsumen untuk melakukan pembelian.

Kata kunci: Kualitas Layanan, Harga, Promosi, Keputusan Pembelian, Shopee, Skintific.

ABSTRACT

Nelly Katrina Pakpahan. *The Influence of Service Quality, Price, and Promotion on Purchasing Decisions of Skintific Products through Shopee among Women in Medan City. Supervised by Binsar Sihombing, SE., M.Si and Muhammad Roestian Fahmi, S.I.Kom., M.M.*

This study aims to analyze the influence of service quality, price, and promotion on purchasing decisions of Skintific cushion products through Shopee among women in Medan City. The increasing competition in the online cosmetic industry highlights the importance of understanding the factors that influence consumers in making purchasing decisions. This research employs a quantitative method with an associative causal approach. The population in this study consists of female consumers in Medan City who have purchased Skintific cushion products through Shopee. The sampling technique used is purposive sampling, with a total of 115 respondents. Data were collected using a questionnaire with a Likert scale. Data analysis was conducted using research instrument tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2) with the assistance of SPSS version 26. The results show that partially, service quality, price, and promotion have a positive and significant influence on purchasing decisions of Skintific cushion products on Shopee. This indicates that the better the service quality, the more appropriate the price, and the more attractive the promotion, the higher the consumer's purchasing decision.

Keywords: *Service Quality, Price, Promotion, Purchasing Decision, Shopee, Skintific.*