

ABSTRAK

Pengaruh Kualitas Produk, Citra Merek Dan Harga Terhadap Keputusan Pembelian Produk Wardah (Studi Pelanggan Di Outlet Makeupuccino Bandung)

Wardah merupakan salah satu merek kosmetik halal ternama di Indonesia yang populer berkat inovasi produk, citra merek yang kuat, serta harga yang kompetitif. Namun, meskipun dikenal luas, penjualan produk Wardah di outlet Makeupuccino Bandung justru mengalami penurunan konsisten pada periode Januari–Juni 2025. Fenomena ini dipengaruhi oleh beberapa faktor, antara lain produk tidak sepenuhnya memenuhi harapan, citra produk belum sepenuhnya positif, serta harga yang dinilai kurang sebanding dengan manfaat yang diterima.

Penelitian ini menggunakan metode pendekatan kuantitatif dengan jenis penelitian deskriptif dan verifikatif. Populasi penelitian adalah seluruh konsumen produk Wardah di outlet Makeupuccino Bandung, dengan sampel sebanyak 90 responden menggunakan teknik *non-probability sampling*. Pengumpulan data dilakukan melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data meliputi analisis deskriptif, verifikatif, uji asumsi klasik, analisis regresi linier berganda, korelasi, determinasi, uji f dan uji t. Hasil penelitian menunjukkan bahwa secara parsial kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek tidak berpengaruh signifikan terhadap keputusan pembelian, dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap keputusan pembelian dengan kontribusi sebesar 62,8%, sedangkan sisanya sebesar 37,2% dipengaruhi oleh faktor lain di luar penelitian ini.

Kata kunci : Kualitas Produk, Citra Merek, Harga, Keputusan Pembelian

ABSTRACT

The influence of Product Quality, Brand Image and Price On Purchasing Decisions for Wardah Products (A Study On Customers At Makeupuccino Bandung Outlet)

Wardah is one of the leading halal cosmetic brands in Indonesia, popular for its product innovation, strong brand image, and competitive pricing. However, despite its wide recognition, Wardah's product sales at the Makeupuccino Bandung outlet experienced a consistent decline during the period of January–June 2025. This phenomenon was influenced by several factors, including products that did not fully meet consumer expectations, a brand image that was not entirely positive, and prices perceived as less comparable to the benefits received.

This study employs a quantitative approach with descriptive and verificative methods. The research population consists of all Wardah product consumers at the Makeupuccino Bandung outlet, with a sample of 90 respondents obtained using a non-probability sampling technique. Data were collected through questionnaires that had been tested for validity and reliability. The data analysis techniques include descriptive analysis, verification, classical assumption tests, multiple linear regression, correlation, determination, F-test, and t-test. The findings indicate that, partially, product quality has a positive and significant effect on purchasing decisions, brand image has no significant effect, while price has a positive and significant effect. Simultaneously, the three variables significantly influence purchasing decisions with a contribution of 62.8%, while the remaining 37.2% is influenced by other factors outside this study.

Keywords : Product Quality, Brand Image, Price, Purchasing Decision