ABSTRAK

Afni Nabila, NPM 71220312014, judul: Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare MS Glow Pada Aplikasi Shopee (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Islam Sumatera Utara Prodi Manajemen Stambuk 2022), yang dibimbing oleh: Dr.Hj.Nilawati Nasti.,SE.MM sebagai Dosen Pembimbing I dan Neni Sri Wahyuni, SE.,MM sebagai Dosen Pembimbing II, Skripsi 2026.

Penelitian ini bertujuan untuk menganalisis serta mengetahui besarnya pengaruh harga dan kualitas produk terhadap keputusan pembelian skincare MS Glow melalui aplikasi Shopee pada mahasiswa Fakultas Ekonomi dan Bisnis, khususnya Program Studi Manajemen angkatan 2022. Penelitian dilaksanakan di Universitas Islam Sumatera Utara, tepatnya pada Fakultas Ekonomi dan Bisnis Program Studi Manajemen stambuk 2022. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan teknik pengambilan sampel berupa random sampling. Jumlah responden yang terlibat sebanyak 58 mahasiswa. Hasil penelitian menunjukkan bahwa variabel harga memberikan pengaruh positif dan signifikan secara parsial terhadap keputusan pembelian produk skincare MS Glow di aplikasi Shopee pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Program Studi Manajemen angkatan 2022. Selain itu, kualitas produk juga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian produk tersebut. Secara bersama-sama, variabel harga dan kualitas produk memiliki pengaruh terhadap keputusan pembelian skincare MS Glow melalui aplikasi Shopee pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Program Studi Manajemen angkatan 2022.

Kata Kunci: Harga, Kualitas Produk, Keputusan Pembelian

ABSTRACT

Afni Nabila, Student ID 71220312014, title: The Influence of Price and Product Quality on Purchasing Decisions of MS Glow Skincare Products on the Shopee Application (case study on students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, Class of 2022), supervised by: Dr.Hj.Nilawati Nasti.,SE.MM as First Supervisor and Neni Sri Wahyuni, SE.,MM as Second Supervisor, Thesis : 2026.

This study aims to analyze and determine the influence of price and product quality on purchasing decisions for MS Glow skincare products through the Shopee application among students of the Faculty of Economics and Business, specifically the Management Study Program, class of 2022. The study was conducted at the Islamic University of North Sumatra, specifically at the Faculty of Economics and Business, Management Study Program, class of 2022. The method used in this study is a quantitative method with a sampling technique in the form of random sampling. The number of respondents involved was 58 students. The results of the study indicate that the price variable has a positive and significant partial influence on purchasing decisions for MS Glow skincare products on the Shopee application among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2022. In addition, product quality is also proven to have a positive and significant influence on purchasing decisions for these products. Together, the price and product quality variables have an influence on purchasing decisions for MS Glow skincare products through the Shopee application among students of the Faculty of Economics and Business, Islamic University of North Sumatra, Management Study Program, class of 2022.

Keywords: Price, Product Quality, Purchasing Decision