ABSTRAK

Dinda Puspita Sari, NPM 71220312041, judul : Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Kosmetik Wardah (Studi Pada Mahasiswa FEB UISU Prodi Manajemen Stambuk 2022), yang dibimbing oleh : Dr.Hj Nilawati Nasti.S.E.,M.M sebagai Dosen Pembimbing I dan Julkarnain.,S.Ag..S.E.,M.M sebagai Dosen Pembimbing II, Skripsi 2026.

Pada penelitian ini memiliki rumusan masalah, yaitu apakah kualitas produk berpengaruh terhadap keputusan pembelian kosmetik Wardah pada kalangan mahasiswi, apakah harga berpengaruh terhadap keputusan pembelian kosmetik Wardah pada kalangan mahasiswi, dan apakah kualitas produk dan harga secara simultan berpengaruh tehadap keputusan pembelian kosmetik Wardah pada kalangan mahasiswi. Penelitian ini juga memiliki tujuan untuk menganalisis dan mengetahui seberapa besar pengaruh kualitas produk terhadap keputusan pembelian kosmetik Wardah di lingkungan mahasiswi, pengaruh harga terhadap keputusan pembelian kosmetik Wardah di lingkungan mahasiswi. Penelitian ini dilaksanakan di Universitas Islam Sumatera Utara tepatnya di Fakultas Ekonomi dan Bisnis Program Studi Manajemen Stambuk 2022. Yang dimana sampelnya adalah mahasiswa FEB UISU Prodi Manajemen tepatnya kalangan wanita yang berjumlah 87 orang. Jenis penelitian ini yaitu kuantitatif. Hasil dari penelitian ini yaitu, kualitas produk secara persial tidak berpengaruh signifikan terhadap keputusan pembelian kosmetik Warda pada Mahasiswa FEB UISU Prodi Manajemen Stambuk 2022. Harga secara persial berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Wardah pada Mahasiswa FEB UISU Prodi Manajemen Stambuk 2022. Kualitas produk dan harga secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Wardah pada Mahasiswa FEB UISU Prodi Manajemen Stambuk 2022.

Kata Kunci : Kualitas Produk, Harga, Keputusan Pembelian

ABSTRACT

Dinda Puspita Sari, Student ID 71220312041, title : The Influence of Product Quality ang Price on the Purchase Decision of Wardah Cosmetics (A Study of FEB UISU Management Study Programe Students Class of 2022), supervised by : Dr. Hj. Nilawati Nasti, S.E., M.M. as Supervisor I and Julkarnain, S.Ag., S.E., M.M. as Seupervisor II. Thesis : 2026

This study addresses the following research questions : Does product quality influence the decision to purchase Wardah cosmetic among female university students? Does price influence the decision to purchase Wardah cosmetics among female university students? And do product quality and price simultaneously influence the decision to purchase Wardah cosmetic among female university students? This study also aims to analyse and determine the extent to which product quality influences the decision to purchase Wardah cosmetics among university students, as well as the influence of price on the decision to purchase Wardah cosmetics among universityy students. This study was conducted at the Faculty of Economics and Business, Management Study Programme, University of North Sumatra, spesifically among the 2022 cohort. The sample consisted of 87 female students from the Faculty of Economics and Business, Management Study Programme, UISU. This research was quantitative in nature. The results of this study showed that product quality did not have a significant effect on the decision to purchase Wardah cosmetics among students of the Faculty of Economics and Business, Management Study Programme, UISU, class o 2022. Price, in particular, has a positive and significant effect on the decision to purchase Wardah cosmetics among student of the Management Study Programme at the Faculty of Economics and Business, University of North Sumatra, class of 2022. Product quality and price, simultaneously, have a positive and significant effect on the decision to purchase Wardah cosmetics among students of the Management Study Programme at the Faculty of Economics and Business, University of North Sumatra, class of 2022.

Keywords : Product Quality, Price, Purchase Decision