

***THE INFLUENCE OF MARKETING MIX 4P AND KOREAN WAVE  
ON SKINCARE PURCHASE DECISIONS NATURE REPUBLIC***

*(Case Study of Nature Republic Consumers in DKI Jakarta)*

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***Abstract***

*This research is quantitative research, aiming to determine the influence of Marketing Mix 4P and Korean Wave on purchasing decisions. Using community objects, there were 96 respondents using Skincare Nature Republic who were in areas in DKI. Jakarta. This research uses the PLS (Partial Least Square) analysis technique with SmartPLS 0.3 software. The results of this research are: (1) The Product variable has a significant positive effect on purchasing decisions (2) The Price variable has a significant positive effect on purchasing decisions (3) The Place variable has a significant positive effect on purchasing decisions. (4) The Promotion variable has a significant positive effect on purchasing decisions. (5) The Korean Wave variable has a significant positive effect on purchasing decisions. It is hoped that Nature Republic can continue to innovate from the Korean wave phenomenon and improve their 4P Marketing Mix in making consumer purchasing decisions.*

***Keywords:*** 4P Marketing Mix, Korean Wave, Purchase Decision, Nature Republic

# **PENGARUH MARKETING MIX 4P DAN KOREAN WAVE TERHADAP KEPUTUSAN PEMBELIAN SKINCARE NATURE REPUBLIC**

(Studi Kasus Pada Konsumen Nature Republic di DKI Jakarta)

Oleh Ilham Oktario Reynaldi

## **Abstrak**

Penelitian ini adalah penelitian kuantitatif, bertujuan untuk mengetahui pengaruh dari *Marketing Mix 4P* dan *Korean Wave* terhadap keputusan pembelian. Menggunakan objek masyarakat berjumlah 96 responden pengguna Skincare Nature Republic yang berada di wilayah di DKI Jakarta. Penelitian ini memakai teknik analisis PLS (Partial Least Square) dengan software SmartPLS 0.3. Hasil penelitian ini yaitu: (1) Variabel *Product* berpengaruh positif signifikan terhadap keputusan pembelian (2) Variabel *Price* berpengaruh positif signifikan terhadap keputusan pembelian (3) Variabel *Place* berpengaruh positif signifikan terhadap keputusan pembelian. (4) Variabel *Promotion* berpengaruh positif signifikan terhadap keputusan pembelian. (5) Variabel *Korean Wave* berpengaruh positif signifikan terhadap keputusan pembelian. Nature Republic diharapkan dapat terus melakukan inovasi dari fenomena Korean wave dan meningkatkan Marketing Mix 4P mereka membuat keputusan pembelian konsumen.

Kata Kunci : Mix Marketing 4P, Korean Wave, Keputusan Pembelian, Nature Republic