

Analysis of MS Glow Skincare Purchase Decisions in DKI Jakarta

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ABSTRACT

This research is a quantitative study which aims to find out, prove and analyze the influence of product quality, brand image and electronic word of mouth on purchasing decisions for MS Glow skincare in DKI Jakarta. The population in this study were MS Glow skincare consumers in DKI Jakarta. The procedure for determining the sample size uses a non-probability sampling method through a purposive sampling technique, data collection is obtained through the process of distributing questionnaires with gforms to 100 respondents in DKI Jakarta. The data analysis technique applied is descriptive and inferential analysis via the SmartPLS application. The results from hypothesis testing show that, (1) product quality has an influence on purchasing decisions by 0.273 positive and significant, (2) brand image has an influence on purchasing decisions by 0.413 positive and significant, (3) e-wom has an influence on purchasing decisions by 0.236 is positive and significant. Joint participation is explained by the R Square Adjusted value which is at a value of 0.773 or 77.30% with 22.7% as another aspect.

Keywords: *Purchase Decision, MS Glow Skincare*

Analisis Keputusan Pembelian *Skincare* MS Glow di DKI Jakarta

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ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, membuktikan dan menganalisis adanya pengaruh kualitas produk, citra merek, dan *electronic word of mouth* terhadap keputusan pembelian *skincare* MS Glow di DKI Jakarta. Populasi dalam penelitian ini adalah konsumen *skincare* MS Glow di DKI Jakarta. Prosedur menentukan besaran sampel mempergunakan metode *non probability sampling* melalui teknik *purposive sampling*, pengumpulan data didapatkan melalui proses sebaran kuisioner dengan gform kepada 100 responden di DKI Jakarta. Teknik analisis data yang diterapkan adalah analisis deskriptif dan inferensial melalui aplikasi SmartPLS. Perolehan dari uji hipotesis didapatkan bahwa, (1) kualitas produk berpengaruh terhadap keputusan pembelian sebesar 0,273 positif dan signifikan, (2) citra merek berpengaruh terhadap keputusan pembelian sebesar 0,413 positif dan signifikan, (3) *e-wom* berpengaruh terhadap keputusan pembelian sebesar 0,236 positif dan signifikan. Dalam partisipasi secara bersama dijelaskan dengan besaran *R Square Adjusted* yang berada pada nilai 0,773 atau 77,30% dengan 22,7% sebagai aspek lain.

Kata Kunci: Keputusan Pembelian, *Skincare* MS Glow