

*Analysis of the Influence of Product Quality, Price, and Advertising on Products Skincare Somethinc Purchasing Decisions
(Case Study in DKI Jakarta Province)*

By Cycillia Mahmudah

ABSTRACT

This research is a quantitative study that aims to determine, analyze, and prove the influence of product quality, price and advertising on the purchase decision of Somethinc skincare in DKI Jakarta. The population in this study were consumers of Somethinc skincare in DKI Jakarta. Furthermore, the sample obtained was 100 respondents and the data was collected through a google form in form of questionnaire. Using Partial Least Square (PLS) analysis technique with SmartPLS 4 software. The results obtained show that product quality have a positive and significant influence on purchasing decisions products skincare Somethinc, price have a positive and significant influence on purchasing decisions products skincare Somethinc, and advertising have a positive and significant influence on purchasing decisions products skincare Somethinc.

Keywords: *Product Quality, Price, Advertising, Purchasing Decisions.*

**Analisis Pengaruh Kualitas Produk, Harga, dan Iklan Terhadap Keputusan
Pembelian Produk Skincare Somethinc
(Studi Kasus di Provinsi DKI Jakarta)**

Oleh Cycillia Mahmudah

ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis, dan membuktikan adanya pengaruh kualitas produk, harga, dan iklan terhadap keputusan pembelian skincare Somethinc di DKI Jakarta. Populasi dalam penelitian ini adalah konsumen skincare Somethinc pada DKI Jakarta. Selanjutnya, sampel yang diperoleh sebanyak 100 responden dan data dikumpulkan melalui google form yang berbentuk kuesioner. Menggunakan teknik analisis Partial Least Square (PLS) dengan software SmartPLS 4. Hasil yang diperoleh menunjukkan bahwa variabel kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Somethinc, harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Somethinc, dan iklan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Somethinc.

Kata Kunci: Kualitas Produk, Harga, Iklan, Keputusan Pembelian