

***The Influence of Product Quality, Price, and Brand Image on Purchase Decision
Skin Aqua's Sunscreen in Jakarta***

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Abstract

This research is a quantitative study with the aim of knowing, proving and analyzing the influence of product quality on purchasing decisions for Skin Aqua skincare sunscreen products in Jakarta. The population in this study are Skin Aqua sunscreen consumers who live in Jakarta. The data collection technique used was non-probability sampling with a purposive sampling method. Then, a sample of 100 respondents was obtained which was distributed via a questionnaire using Google Form. Next, the data is processed with the help of the SmartPLS 4.0 software. The results of the research show that: (1) product quality has a positive and significant influence of 0.551 on purchasing decisions (2) price has a positive and significant influence of 0.322 on purchasing decisions (3) brand image does not have a positive and significant influence of 0.044 on purchasing decisions. The contribution of product quality, price and brand image to purchasing decisions seen from the Adjusted R square is 0.7560 or 75.60% while the remaining 24.40% is caused by other factors.

Keywords : Product Quality, Price, Brand Image, Purchase Decision, Sunscreen

**Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan
Pembelian *Sunscreen* Skin Aqua di Jakarta**

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Abstrak

Penelitian ini merupakan penelitian kuantitatif dengan tujuan untuk mengetahui, membuktikan, dan menganalisis pengaruh kualitas produk terhadap keputusan pembelian produk skincare *sunscreen* Skin Aqua di Jakarta. Populasi penelitian ini merupakan konsumen *sunscreen* Skin Aqua yang berdomisili di Jakarta. Teknik pengambilan data yang diterapkan adalah *non probability sampling* dengan metode pengambilan sampel *purposive sampling*. Kemudian, didapat sampel sebanyak 100 responden yang disebar melalui kuesioner dengan *Google Form*. Selanjutnya data diolah dengan bantuan alat SmartPLS 4.0. Hasil dari penelitian menunjukkan bahwa : (1) kualitas produk berpengaruh sebesar 0,551 positif dan signifikan terhadap keputusan pembelian (2) harga berpengaruh sebesar 0,322 positif dan signifikan terhadap keputusan pembelian (3) citra merek tidak berpengaruh sebesar 0,044 positif dan signifikan terhadap keputusan pembelian. Kontribusi kualitas produk, harga, dan citra merek terhadap keputusan pembelian dilihat dari Adjusted R square sebesar 0,7560 atau 75,60% sedangkan sisanya sebesar 24,40% disebabkan oleh faktor lain.

Kata Kunci : Kualitas Produk, Harga, Citra Merek, Keputusan Pembelian, *Sunscreen*