

ABSTRAK

The Influence of Product Quality, Brand Trust, and Influencers on Purchase Decisions for The Originote

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Abstract

This study aims to analyze the influence of product quality, brand trust, and influencers on purchasing decisions for The Originote skincare products. This study uses a quantitative approach with a survey method by distributing questionnaires to 100 respondents aged ≥ 17 years domiciled in DKI Jakarta who have purchased and used The Originote products. The sampling technique used is purposive sampling. Data were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4 software. The results of the study indicate that (1) product quality significantly influences consumer purchasing decisions for The Originote, (2) consumer trust significantly influences purchasing decisions for The Originote, and (3) influencers significantly influence purchasing decisions for The Originote.

Keywords: Product Quality, Brand Trust, Influencer, Purchase Decision

Pengaruh Kualitas Produk, Kepercayaan Merek, dan *Influencer* Terhadap Keputusan Pembelian The Originote

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kepercayaan merek, dan *influencer* terhadap keputusan pembelian produk *skincare* The Originote. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 100 responden yang berusia ≥ 17 tahun berdomisili di DKI Jakarta yang pernah membeli dan menggunakan produk The Originote. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dianalisis menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa (1) kualitas produk secara signifikan memengaruhi keputusan pembelian konsumen The Originote, (2) kepercayaan konsumen secara signifikan memengaruhi keputusan pembelian The Originote, dan (3) *influencer* secara signifikan memengaruhi keputusan pembelian The Originote.

Kata kunci: Kualitas Produk, Kepercayaan Merek, *Influencer*, Keputusan Pembelian