

**PENGARUH PERSEPSI KUALITAS PRODUK AMARA COSMETICS FOR
KIDS TERHADAP KEPUTUSAN PEMBELIAN (SURVEI *FOLLOWERS*
INSTAGRAM *OFFICIAL ACCOUNT @AMARAKIDS*)**

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ABSTRAK

Produk kecantikan selalu identik dengan femininitas perempuan. Anak perempuan juga termasuk di dalamnya. Karena masa kanak-kanak merupakan fase perkembangan yang pesat, seorang anak dapat mencontoh kebiasaan berdandan orang di sekitarnya. Untuk memenuhi permintaan kosmetik yang aman untuk anak, PT. Gloria Origita Cosmetics akhirnya membuat *brand* kosmetik aman untuk anak yaitu Amara Cosmetics. Adanya pandemi Covid-19 membuat Amara Cosmetics berfokus dengan pemasaran melewati sosial media terutama Instagram. Tujuan penelitian ini adalah untuk mengetahui dan mengukur pengaruh *perceived quality* terhadap keputusan pembelian Amara Cosmetics. Metode penelitian yang digunakan adalah **kuantitatif** eksplanatif. Penelitian ini menggunakan **teori tindakan beralasan**. Survei dilakukan dengan mengirimkan kuisisioner kepada 100 responden. Hasil perhitungan **uji korelasi** menyatakan bahwa *perceived quality* (x) dan keputusan pembelian (y) memiliki tingkat korelasi sedang sebesar 0,509. Berdasarkan hasil **uji regresi linier sederhana**, variabel independen (x) memiliki pengaruh positif terhadap variabel dependen (y) bila dimanipulasi. Dari hasil **uji koefisien determinasi**, tingkat pengaruh atau kontribusi *perceived quality* (x) terhadap keputusan pembelian (y) sebesar 25,9% dan sisanya dipengaruhi faktor lain.

Kata Kunci: Komunikasi Pemasaran, Persepsi Kualitas, Keputusan Pembelian, Ekuitas *Brand*, Kosmetik

**THE EFFECT OF PERCEIVED QUALITY ON AMARA COSMETICS FOR
KIDS PRODUCT TOWARDS PURCHASING DECISION (SURVEY OF
INSTAGRAM OFFICIAL ACCOUNT @AMARAKIDS FOLLOWERS)**

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ABSTRACT

*Beauty products are always synonymous with femininity for women. Girls also is included. Because this period is a phase of rapid development, a child can imitate the makeup habits of those around her. To meet the demand for cosmetics that are safe for kids, PT. Gloria Origita Cosmetics has finally created a kid-safe cosmetic brand, Amara Cosmetics. Due to Covid-19 pandemic, Amara Cosmetics focuses on marketing through social media, especially Instagram. The purpose of this study was to determine and measure the effect of perceived quality in fostering purchasing decisions for Amara Cosmetics. The research method used is **quantitative** explanative. This study uses **the theory of reasoned action**. The survey was conducted by sending questionnaires to 100 respondents. The results of calculation of **correlation test** state that perceived quality (x) and purchase decisions (y) have a moderate correlation level of 0.509. Based on the results of **simple linear regression test**, the independent variable (x) has a positive effect on the dependent variable (y) when manipulated. From the results of **determination coefficient test**, there was a level of influence or contribution of perceived quality (x) to purchasing decisions (y) is 25.9% and the rest is influenced by other factors*

Keyword: Marketing Communication, Perceived Quality, Purchasing Decision, Brand Equity, Cosmetics