

**PENGARUH BAURAN PEMASARAN DAN FAKTOR PERILAKU
KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK
KOSMETIK "SOMETHINC"**

INTISARI

Indonesia merupakan negara di Asia dengan nilai Tingkat Pertumbuhan Tahunan Majemuk yang tertinggi untuk industri kecantikan. "Somethinc" merupakan salah satu *brand* kosmetik lokal yang sangat populer belakangan ini, dengan angka penjualan yang tinggi pula, sehingga memiliki potensi untuk berkembang dan membantu memperkuat industri kosmetik lokal. Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran yang meliputi produk, harga, promosi, dan tempat, serta faktor perilaku konsumen yang meliputi faktor budaya, sosial, pribadi, dan psikologis konsumen terhadap keputusan pembelian produk "Somethinc" di Indonesia.

Penelitian ini mengadopsi pendekatan survei berbasis kuantitatif dan desain *cross-sectional*. Sampel sejumlah 246 responden dikumpulkan dengan teknik *purposive sampling* melalui kuesioner berupa *Google Form* yang disebarluaskan kepada responden di seluruh Indonesia melalui berbagai *platform*. Setelah data dikumpulkan, dilakukan analisis regresi linear berganda untuk mengetahui hubungan antara bauran pemasaran dan faktor perilaku keputusan pembelian.

Berdasarkan uji hipotesis parsial, variabel produk, harga, faktor pribadi, dan faktor psikologis memiliki pengaruh positif dan signifikan ($p < 0,05$) terhadap keputusan pembelian. Secara simultan, variabel bauran pemasaran memiliki pengaruh terhadap keputusan pembelian ($F_{hitung} > F_{tabel}$). Variabel faktor perilaku konsumen juga menunjukkan pengaruh secara simultan terhadap keputusan pembelian, begitu pula dengan variabel bauran pemasaran dan faktor perilaku konsumen secara bersamaan. Nilai koefisien determinasi 0,754 yang berarti 75,4% variasi keputusan pembelian dipengaruhi oleh bauran pemasaran dan faktor perilaku konsumen, 24,6% sisanya dipengaruhi oleh faktor lain.

Kata Kunci: bauran pemasaran, faktor perilaku konsumen, keputusan pembelian, Somethinc

**THE IMPACT OF MARKETING MIX AND CONSUMER
CHARACTERISTICS FACTORS TO CONSUMER'S PURCHASE
DECISION ON COSMETICS BRAND "SOMETHINC"**

ABSTRACT

Indonesia is a country in Asia with the highest Compound Annual Growth Rate (CAGR) in the beauty industry sector. "Somethinc" is one of the local cosmetic brands that has become very popular recently, with high sales figures, indicating the potential for further growth and strengthening the local cosmetic industry. This research aims to analyze the influence of the marketing mix, including product, price, promotion, and place, as well as consumer characteristics factors, including cultural, social, personal, and psychological factors, to consumer's purchase decision on "Somethinc" products in Indonesia.

This research adopts a quantitative survey approach and a cross-sectional design. A sample of 246 respondents was collected through purposive sampling method using a Google Form questionnaire which were distributed to respondents across Indonesia through various platforms. After collecting the data, multiple linear regression analysis was conducted to determine the relationship between the marketing mix and consumer characteristics factors influencing the purchase decision.

The results from partial hypothesis testing show that product, price, personal factors, and psychological factors have positive and significant influence ($p < 0.05$) on purchase decision. Simultaneously, the variables of marketing mix have an influence on purchase decision ($F_{\text{value}} > F_{\text{table}}$). Variables of consumer characteristics factors simultaneously also show an influence on purchase decision, as well as marketing mix variables and consumer behavior factors concurrently. The coefficient of determination value is 0.754, meaning that 75.4% of the variation in purchasing decisions is influenced by the marketing mix and consumer characteristics factors, while the remaining 24.6% is influenced by other factors.

Keywords: marketing mix, consumer characteristics factors, purchase decision, Somethinc