

INTISARI

Tingginya kebutuhan kosmetik memicu variasi produk kosmetik sehingga keputusan pembelian konsumen lebih selektif dan banyak dilakukan melalui *e-commerce*. Industri kecantikan harus memasarkan produk dengan memperhatikan aspek produk, harga, dan promosi. Penelitian bertujuan untuk mengetahui pengaruh kualitas produk, harga, dan promosi media sosial terhadap keputusan pembelian produk kosmetik Azarine melalui *e-commerce*.

Desain penelitian menggunakan metode kuantitatif. Pengumpulan data melalui kuesioner dengan teknik *accidental sampling* dilakukan pada 411 responden mahasiswa/i D3/D4/S1 berusia di 18-25 tahun dari perguruan tinggi di Indonesia yang pernah membeli produk kosmetik Azarine melalui *e-commerce* dan menggunakannya, serta pernah melihat promosi Azarine di media sosial. Data dianalisis secara deskriptif dan statistik melalui uji regresi linear dan uji hipotesis.

Responden didominasi mahasiswa S1 (93,7%), dari Universitas Gadjah Mada (12,2%), berusia 21 tahun (29,9%), Perempuan (94,4%), berdomisili Jawa Barat (18,7%), dan memiliki pendapatan Rp1.000.000–Rp2.500.000/bulan (44,5%). Responden mayoritas melakukan pembelian produk *sunscreen* melalui Shopee. Variabel independen memiliki nilai positif terhadap keputusan pembelian dengan koefisien kualitas produk (0,305), harga (0,336), dan promosi media sosial (0,269). Diketahui semua variabel independen berpengaruh positif dan signifikan terhadap keputusan pembelian dengan pengaruh simultan sebesar 56,3%. Temuan penelitian ini mampu dikembangkan pada variabel promosi media sosial dengan pembahasan yang lebih spesifik dan mendalam.

Kata kunci: Keputusan pembelian, kualitas produk, harga, promosi media sosial.

ABSTRACT

The increasing demand for cosmetics has led to a variety of cosmetic products, making consumer purchasing decisions more selective and often conducted through e-commerce. The beauty industry must market products with high consideration for quality, price, and promotion aspects. The research aims to determine the influence of product quality, price, and social media promotion on purchasing decisions for Azarine cosmetics through e-commerce.

This research design utilizes a quantitative method. Data collection was done through questionnaires with accidental sampling techniques. This study involves 411 respondents from D3/D4/S1 students aged 18-25 from various universities in Indonesia who have purchased Azarine cosmetic products through e-commerce, and used them, and seen Azarine promotions on social media. Data is analyzed descriptively and statistically through linear regression tests and hypothesis testing.

The majority of respondents are S1 students (93.7%), from Gadjah Mada University (12.2%), aged 21 (29.9%), female (94.4%), domiciled in West Java (18.7%), with a monthly income of Rp1,000,000 – Rp2,500,000 (44.5%). Most respondents purchase sunscreen products through Shopee. The independent variables show positive influence on purchase decisions, with coefficients values for product quality (0.305), price (0.336), and social media promotions (0.269). All independent variables significantly and positively influence purchasing decisions, with a simultaneous effect of 56.3%. The research findings can be further developed regarding the variable of social media promotions to be more specific and detailed.

Keywords: purchase decision, product quality, price, social media promotion