

INTISARI

Sektor industri kosmetik di Indonesia berkembang sangat pesat karena memiliki cakupan target pasar yang luas dan dinamis. Emina merupakan salah satu *brand* kosmetik yang sering digunakan di kalangan remaja perempuan dan wanita muda Indonesia. Berdasarkan data yang diperoleh pada tahun 2021 dan 2022, Emina mampu mempertahankan posisinya sebagai brand kosmetik lokal yang banyak digemari di Indonesia. Hal tersebut dikarenakan strategi pemasaran yang efektif sehingga masyarakat Indonesia tertarik untuk membeli produk Emina. Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran terhadap keputusan pembelian produk Emina pada perempuan Indonesia usia 18-29 tahun.

Metode penelitian dilakukan dengan desain studi *cross-sectional* menggunakan pendekatan kuantitatif. Penelitian berbasis survei dengan instrumen berupa kuesioner dengan skala Likert. Kuesioner disebar secara online melalui media sosial WhatsApp, X, Instagram, dan Line, serta dibagikan dengan tautan Google Form. Responden pada penelitian ini berjumlah 387 orang yang diambil melalui teknik *convenience sampling*. Analisis data dilakukan dengan statistik deskriptif sehingga dapat merepresentasikan karakteristik sosiodemografi responden, serta dilakukan analisis regresi linear berganda untuk menguji pengaruh antara dua atau lebih variabel independen terhadap variabel dependen.

Berdasarkan hasil penelitian, diperoleh bahwa empat variabel bauran pemasaran, yaitu produk, harga, tempat, dan promosi, berpengaruh positif dan signifikan terhadap keputusan pembelian produk Emina, dengan koefisien regresi secara berurutan sebesar 0,226; 0,127; 0,309; dan 0,125, serta signifikansi seluruh variabel $< 0,05$. Secara keseluruhan, variabel produk, harga, tempat, dan promosi secara simultan mempengaruhi keputusan pembelian sebesar 42,5% dengan tempat menjadi variabel paling berpengaruh. Hal ini menunjukkan bahwa semakin strategis dan mudah diakses suatu tempat penjualan, semakin tinggi pula keputusan pembelian konsumen terhadap produk Emina. Dengan demikian, Emina disarankan untuk mengoptimalkan strategi bauran pemasaran secara efektif guna meningkatkan daya saing di industri kecantikan, serta mendorong keputusan pembelian konsumen.

Kata Kunci: Bauran Pemasaran, Keputusan Pembelian, Emina.

ABSTRACT

The cosmetics industry sector in Indonesia is growing very rapidly because it has a wide and dynamic target market coverage. Emina is one of the cosmetic brands that is often used among Indonesian adolescent girls and young women. Based on data obtained in 2021 and 2022, Emina was able to maintain its position as a popular local cosmetics brand in Indonesia. This is due to an effective marketing strategy so that Indonesian people are interested in buying Emina products. This study aims to analyze the influence of marketing mix on Emina product purchase decisions in Indonesian women aged 18-29 years.

The research method was carried out by a cross-sectional study design using a quantitative approach. Survey-based research with instruments in the form of questionnaires on the Likert scale. The questionnaire was distributed online through social media WhatsApp, X, Instagram, and Line, and shared with a Google Form link. The respondents in this study amounted to 387 people who were taken through the convenience sampling technique. Data analysis was carried out with descriptive statistics so that it could represent the sociodemographic characteristics of the respondents, and multiple linear regression analysis was carried out to test the influence between two or more independent variables on the dependent variables.

Based on the results of the study, it was obtained that four variables of the marketing mix, namely product, price, place, and promotion, had a positive and significant effect on Emina's product purchase decision, with a regression coefficient of 0.226 in order; 0,127; 0,309; and 0.125, and the significance of all variables < 0.05. Overall, product, price, place, and promotion variables simultaneously influenced purchase decisions by 42.5% with place being the most influential variable. This shows that the more strategic and accessible a point of sale is, the higher the consumer's purchase decision for Emina products. Thus, Emina is advised to optimize the marketing mix strategy effectively to increase competitiveness in the beauty industry, as well as encourage consumer purchasing decisions

Keywords: *Marketing Mix, Purchase Decision, Emina.*