

ABSTRAK

**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE*
MS GLOW DI *E-COMMERCE* SHOPEE
@MSGLOWOFFICIALSHOP**

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh kualitas produk, citra merek dan harga terhadap keputusan pembelian produk *skin care* MS Glow di *e-commerce* Shopee. Teknik pengumpulan data menggunakan kuesioner yang disebar dengan jumlah responden sebanyak 100 responden. Metode yang digunakan adalah deskriptif verifikatif dengan pendekatan kuantitatif. Alat statistik yang digunakan adalah SPSS versi 26 menggunakan uji regresi linear berganda. Hasil penelitian ini menunjukkan bahwa kualitas produk, citra merek dan harga berada pada titik kontinum setuju. Hasil uji statistik variabel kualitas produk, citra merek dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci : Kualitas Produk, Citra Merek, Harga, Keputusan Pembelian.

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE, AND PRICE ON THE PURCHASE DECISION OF MS GLOW SKINCARE PRODUCTS ON E-COMMERCE SHOPEE @MSGLOWOFFICIALSHOP

This study was conducted with the aim of determining the influence of product quality, brand image, and price on purchasing decisions for MS Glow skincare products on the Shopee e-commerce platform. The data collection technique used was a questionnaire distributed to 100 respondents. The research method employed was descriptive verification with a quantitative approach. The statistical tool used was SPSS version 26, utilizing multiple linear regression analysis. The results of this study indicate that product quality, brand image, and price are positioned at the continuum of agreement. The statistical test results show that product quality, brand image, and price have a positive and significant effect on purchasing decisions.

Keywords: Product Quality, Brand Image, Price, Purchasing Decision.