

ABSTRAK

Seiring dengan perkembangan teknologi khususnya internet, menyebabkan banyak pelaku bisnis yang memanfaatkan internet untuk melakukan perdagangan atau yang disebut *online shopping*. Penelitian ini dilatar belakangi adanya fluktuasi penjualan produk *Parfum* di *Online Shop Indies*. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga, promosi, dan kepercayaan terhadap proses keputusan pembelian produk *Parfum* di *Online Shop Indies*.

Responden yang terlibat dalam penelitian ini sebanyak 100 konsumen yang pernah berbelanja di *Online Shop Indies Parfum*, metode yang digunakan adalah teknik *non probability sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara *online* dan metode analisis data dilakukan dengan regresi linier berganda

Hasil penelitian menunjukkan bahwa secara parsial kualitas produk dan promosi berpengaruh positif terhadap proses keputusan pembelian produk *Parfum* di *Online Shop Indies*, sedangkan harga dan kepercayaan tidak berpengaruh terhadap proses keputusan pembelian *Parfum* di *Online Shop Indies*. Kemudian berdasarkan hasil uji F, hasil penelitian menunjukkan bahwa kualitas produk, harga, *advertising*, dan kepercayaan secara simultan mempengaruhi proses keputusan pembelian. Nilai koefisien determinasi diperoleh sebesar 0,616, hal ini berarti 61,6% proses keputusan pembelian dipengaruhi oleh variabel kualitas produk, harga, promosi, dan kepercayaan, sedangkan sisanya dapat dijelaskan oleh variabel-variabel lainnya yang tidak diteliti dalam penelitian ini.

Kata kunci: kualitas produk, harga, *promosi*, kepercayaan, dan proses keputusan pembelian.

ABSTRACT

Along with the development of technology, especially the internet, causing many businesses that use the internet for trade or called online shopping. The background of this research is fluctuations in sales of Indies Parfum product in Online Shop Indies. This research aimed to analyze the effect of product quality, price, promotion, and confidence in the purchase decision process Parfum product in Online Shop Indies Parfum.

Respondents who were involved in this research were 100 consumers who have ever shopped at Online Shop Indies Parfum, the method used is non-probability sampling technique. Data collected by spreading an online questionnaire and methods of data analysis performed by multiple linear regression. The results showed that partially product quality and promotion have positive impact on purchase decision process Indies Parfum product in Online Shop Indies Parfum, while price and trust does not affect the purchase decision process Indies Parfum products in Online Shop Indies Parfum. Then based on the results of the F test, the results showed that product quality, price, promotion, and trust simultaneously influence the purchase decision process. The coefficient of determination obtained for 0.616, this means that 61.6% purchase decision process is influenced by the variables product quality, price, promotion, and trust, while the rest can be explained by other variables not examined in this research.

Keywords: *quality of product, price, promotion, trust, and purchase decision process.*