

PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN POND'S

(Studi Pada Pengguna Produk Pembersih Wajah Pond's di SMK Negeri 1 Bandung)

ABSTRAK

Persaingan dalam industri kecantikan di Indonesia meningkat pesat, terutama setelah pandemi. Kesadaran masyarakat terhadap pentingnya menjaga kesehatan kulit juga semakin tinggi, terlihat dari minat besar dalam produk kecantikan dan perawatan. Tren kecantikan di media sosial seperti Instagram dan TikTok sepanjang 2023 turut mempengaruhi fenomena ini. Berdasarkan Top Brand Index 2020-2023, Pond's menduduki peringkat pertama dalam kategori sabun pembersih wajah, mengungguli Biore, Clean, Garnier, dan Wardah. Kepopuleran Pond's menunjukkan daya tarik dan keandalan merek ini di kalangan konsumen. Namun, penjualan pembersih wajah Pond's mengalami fluktuasi dan ada keluhan mengenai kualitas produk yang tidak sesuai dengan spesifikasi. Penelitian ini menggunakan metode deskriptif kuantitatif dengan populasi konsumen Pond's di SMK Negeri 1 Bandung. Sampel yang diambil sebanyak 100 responden. Analisis data dilakukan menggunakan SPSS Statistics 25. Hasil penelitian menunjukkan bahwa citra merek (X1) dan kualitas produk (X2) berpengaruh signifikan terhadap keputusan pembelian (Y) pembersih wajah Pond's di SMK Negeri 1 Bandung sebesar 37,1%, sementara sisanya 62,9% dipengaruhi oleh variabel lain yang tidak diteliti. Perusahaan diharapkan memperhatikan citra merek dan kualitas produk agar sesuai dengan kebutuhan konsumen untuk meningkatkan keputusan pembelian dan pembelian ulang.

Kata Kunci : Citra Merek, Kualitas Produk, Keputusan Pembelian

THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON PURCHASE DECISION OF POND'S

(A Study on Users of Pond's Facial Cleanser Products at SMK Negeri 1 Bandung)

ABSTRACT

The competition in the beauty industry in Indonesia has rapidly increased, especially after the pandemic. Public awareness of the importance of maintaining skin health has also risen, as reflected in the high interest in beauty and care products. This phenomenon is influenced by beauty trends on social media, especially Instagram and TikTok, throughout 2023. According to the Top Brand Index 2020-2023, in the Personal Care category with the facial wash subcategory, Pond's ranked first, surpassing brands like Biore, Clean, Garnier, and Wardah. The popularity of Pond's as the most favored beauty product from 2020 to 2023 indicates its unique appeal to consumers as a brand with proven reliability. However, Pond's facial cleanser sales have fluctuated, showing instability in both increases and decreases, along with complaints about product quality not matching specifications. This study uses a descriptive quantitative research method. The population consists of Pond's facial cleanser consumers at SMK Negeri 1 Bandung, with a sample size of 100 respondents. In this quantitative study, the researcher used Statistical Product and Service Solutions (SPSS) version 25. The results indicate that brand image (X1) and product quality (X2) simultaneously and significantly influence the purchase decision (Y) of Pond's facial cleanser users at SMK Negeri 1 Bandung by 37,1%, with the remaining 62,9% influenced by other variables not examined. Companies are expected to always pay attention to brand image and product quality to meet consumer needs, enhance purchase decisions, and encourage repeat purchases of Pond's facial cleanser products.

Keywords: Brand Image, Product Quality, Purchase Decision