

RINGKASAN

PENGARUH *BRAND AWARENESS* DAN *PRODUCT QUALITY* TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK WARDAH (Studi Kasus pada Mahasiswi Universitas Widyatama Bandung)

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Penelitian ini bertujuan untuk mengetahui pengaruh *brand awareness* dan *product quality* terhadap keputusan pembelian kosmetik Wardah pada mahasiswi di Universitas Widyatama Bandung. Wardah merupakan salah satu merek kosmetik di Indonesia yang terus bersaing ditengah pesatnya pertumbuhan jumlah perusahaan dan merek kosmetik. Penelitian ini menggunakan metode deskriptif verifikatif. Hasil penelitian menunjukkan bahwa secara individual, *brand awareness* berpengaruh kurang kuat terhadap keputusan pembelian kosmetik Wardah dan *product quality* berpengaruh lemah terhadap keputusan pembelian kosmetik Wardah. Sedangkan secara simultan, *brand awareness* dan *product quality* memiliki pengaruh yang lemah terhadap keputusan pembelian kosmetik Wardah. Keputusan pembelian kosmetik Wardah pada mahasiswi di Universitas Widyatama Bandung dipengaruhi kuat oleh faktor-faktor lainnya.

Kata kunci: *brand awareness*, *product quality*, keputusan pembelian, kosmetik Wardah

SUMMARY

THE INFLUENCE OF BRAND AWARENESS AND PRODUCT QUALITY ON PURCHASE DECISION OF WARDAH COSMETIC (Case Study on Students at Widyatama University Bandung)

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This study aims to find out the influence of brand awareness and product quality towards purchase decision of Wardah cosmetic on the students at Widyatama University Bandung. Wardah is one of the cosmetic brands in Indonesia that continues to compete amid the rapid growth of the number of companies and brands of cosmetics. The method used in this research is descriptive verification. The results showed that brand awareness individually has less powerful influence on Wardah cosmetic purchase decision and product quality has weak influence to the cosmetic purchase decision of Wardah. While simultaneously, brand awareness and product quality have weak influence to the purchase decision of Wardah cosmetic. The decision to buy Wardah cosmetic on the students at Widyatama University Bandung was strongly influenced by other factors.

Keywords: *brand awareness, product quality, purchase decision, Wardah cosmetic*