

ABSTRAK

Skripsi dengan judul “**Pengaruh *diferensiasi produk, brand equity, dan brand positioning* terhadap keputusan pembelian konsumen pada MS Glow Skincare Ngunut Tulungagung**” ini ditulis oleh Ridho Nurdiansyah NIM 12402173093, Pembimbing: Wahyu Dwi Warsitasari, M.Pd.

Tingginya potensi pangsa pasar dan penghasilan menimbulkan adanya persaingan pada industri kosmetik. Persaingan tersebut dapat timbul karena adanya kompetitor baru. Sehingga perusahaan kosmetik merek local seperti MS (*Magic for Skin*) GLOW dapat menjawab permintaan pasar dan bersaing dengan para kompetitor. Untuk menjawab permintaan pasar dan persaingan tersebut dapat dilakukan dengan pendekatan *diferensiasi produk, brand equity, dan brand positioning* terhadap keputusan pembelian.

Tujuan penelitian ini adalah untuk mengetahui *diferensiasi produk, brand equity, dan brand positioning* berpengaruh secara simultan terhadap keputusan pembelian konsumen di MS Glow Skincare Ngunut Tulungagung secara parsial maupun simultan (bersama-sama).

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengumpulan data melalui data primer menggunakan instrument angket. Adapun populasi dalam penelitian berjumlah 157 konsumen MS Glow Skincare. Teknik pengambilan sampel menggunakan *Simple Random Sampling* didapatkan sampel 61 responden. Teknik analisis data menggunakan uji validasi, uji reliabilitas, uji multikoleniaritas, analisis regresi, dan uji asumsi klasik residual.

Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara *diferensiasi produk, brand equity, dan brand positioning* terhadap keputusan pembelian konsumen di MS Glow Skincare Ngunut Tulungagung secara parsial maupun simultan (bersama-sama). Apabila *diferensiasi produk, brand equity, dan brand positioning* meningkat atau naik secara bersama-sama maka keputusan pembelian konsumen di MS Glow Skincare Ngunut akan meningkat.

Kata kunci: *diferensiasi produk, brand equity, brand positioning*, terhadap keputusan pembelian konsumen.

ABSTRACT

Thesis with title “**The effect of product differentiation, brand equity, and brand positioning on consumer purchasing decisions at MS Glow Skincare Ngunut Tulungagung**” Written by Ridho Nurdiansyah NIM 12402173093, Advisor: Wahyu Dwi Warsitasari, M.Pd.

The high potential for market share and income creates competition in the cosmetic industry. This competition can arise because of the presence of new competitors. So that local brand cosmetic companies such as MS (Magic for Skin) GLOW can answer market demands and compete with competitors. To answer market demand and competition, it can be done by using product differentiation, brand equity, and brand positioning approaches to purchasing decisions.

The purpose of this research was to determine *product differentiation*, *brand equity*, and *brand positioning* simultaneously influence consumer purchasing decisions at MS Glow Skincare Ngunut Tulungagung partially or simultaneously (together).

This research used a quantitative approach with the type of associative research. Collecting data through primary data using a questionnaire instrument. The population in the study amounted to 157 consumers of MS Glow Skincare. The sampling technique using Simple Random Sampling obtained a sample of 61 respondents. The data analysis technique used validation test, reliability test, multicollinearity test, regression analysis, and classical assumption test of residual.

The results showed that there was a significant influence between product differentiation, brand equity, and brand positioning on consumer purchasing decisions at MS Glow Skincare Ngunut Tulungagung partially or simultaneously (together). If product differentiation, *brand equity*, and *brand positioning* increase or increase together, consumer purchasing decisions at MS Glow Skincare Ngunut will increase .

Keywords: product differentiation, brand equity, brand positioning, on consumer purchasing decisions.