

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, Kualitas Produk, Promosi dan Tempat Terhadap Keputusan Pembelian Produk Kosmetik Hanasui (Studi Pada Mahasiswa Manajemen Bisnis Syariah UIN Sayyid Ali Rahmatullah Tulungagung)” yang dibuat oleh Nova Suci Maghfiroh, NIM. 126405201003, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Dosen Pembimbing Fitrianiatsany, S.Sos., M.A.

Perkembangan dunia bisnis yang terjadi di masa modern saat ini meningkat sangat pesat khususnya di bidang kosmetik. Hal ini tentunya menimbulkan persaingan antar perusahaan kosmetik. Persaingan yang terjadi pada produsen kosmetik sangat kompetitif sehingga ada kaitan antara harga, kualitas produk, promosi dan tempat (*offline/online*) menentukan tingkat keputusan pembelian kosmetik Hanasui oleh konsumen.

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, promosi dan tempat secara parsial dan simultan terhadap keputusan pembelian produk kosmetik Hanasui pada mahasiswa Manajemen Bisnis Syariah UIN Sayyid Ali Rahmatullah Tulungagung.

Pendekatan yang digunakan dalam penelitian ini adalah metode kuantitatif. Metode yang digunakan dalam penelitian ini yaitu *nonprobability sampling*. Jumlah sampel pada penelitian ini sebanyak 40 responden mahasiswa. Kuesioner menggunakan media *Google Form*. Teknik analisis data dalam penelitian ini menggunakan teknik analisis regresi linier berganda, menggunakan program analisis data SPSS 16.

Hasil penelitian ini menunjukkan bahwa: (1) harga berpengaruh positif signifikan terhadap keputusan pembelian produk kosmetik Hanasui. (2) Kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian produk kosmetik Hanasui. (3) Promosi berpengaruh positif signifikan terhadap keputusan pembelian produk kosmetik Hanasui. (4) Tempat berpengaruh positif signifikan terhadap keputusan pembelian produk kosmetik Hanasui. (5) Harga, Kualitas Produk, Promosi dan Tempat secara simultan berpengaruh signifikan terhadap keputusan pembelian produk kosmetik Hanasui.

Kata kunci: harga, kualitas produk, promosi, tempat, keputusan pembelian

ABSTRACT

Thesis with the title "The Influence of Price, Product Quality, Promotion and Place on Purchasing Decisions for Hanasui Cosmetic Products (Study of Sharia Business Management Students at UIN Sayyid Ali Rahmatullah Tulungagung)" written by Nova Suci Maghfiroh, NIM 126405201003, Sharia Business Management Study Program, Faculty Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung, Supervisor Fitriyanatsany, S.Sos., MA.

The development of the business world in modern times is increasing very rapidly, especially in the cosmetics sector. This of course creates competition between cosmetic companies. The competition that occurs in cosmetic manufacturers is very competitive so that there is a relationship between price, product quality, promotion and place (offline/online) determining the level of decision to purchase Hanasui cosmetics by consumers.

This research aims to determine the influence of price, product quality, promotion and place partially and simultaneously on purchasing decisions for Hanasui cosmetic products among Sharia Business Management students at UIN Sayyid Ali Rahmatullah Tulungagung.

The approach used in this research is a quantitative method. The method used in this research is nonprobability sampling. The number of samples in this research was 40 student respondents. Questionnaires used Google Form media. The data analysis technique in this research uses multiple linear regression analysis techniques, using the SPSS 16 data analysis program.

The results of this research show that: (1) price has a significant positive effect on purchasing decisions for Hanasui cosmetic products. (2) Product quality has a significant positive effect on purchasing decisions for Hanasui cosmetic products. (3) Promotion has a significant positive effect on purchasing decisions for Hanasui cosmetic products. (4) Place has a significant positive effect on purchasing decisions for Hanasui cosmetic products. (5) Price, product quality, promotion and place simultaneously have a significant influence on purchasing decisions for Hanasui cosmetic products.

Keywords: price, product quality, promotion, place, purchasing decisions